

Himalaya Sharma



Sales and Strategy Leader

Successful sales and strategy leader with 4+ years of experience having worked across the Start-ups, MNCs -managing sales, building strategies, key accounts management, business development, People Management, operations and service delivery. Expertise in handling complex deals, setting up and scaling the salesforce along with processes and account management.

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📍 Delhi, India

PROFESSIONAL EXPERIENCE

OYO (Oravel Stays Pvt. Ltd), Cluster Business Head (Currently Working)

- **Leadership**-Setting up the Business practice in Delhi NCR, managing a team of 12 people, also assisting in hiring the sales team across the Delhi NCR across roles and levels.
- Ensuring all venues across the region deliver at target.
- **Business Impact**: Grew Monthly Revenue Run Rate from INR 0.56 Cr/month to INR 3.52 Cr/month within a quarter.
- **P&L and Utility**: Sustaining and growing the cluster's revenue with P&L responsibilities, lead funnel management, and operational effectiveness.
- Accountable for VAS services across the region. Building relationship and engaging with business team. Educating and training sales team regarding revenue generating services.
- Operations- Leveraged daily MIS data (NRV Tracker) and competitive analyses to develop business strategy for sick units to prevent them from churns.
- Developing Strategies to grow sales in a region and Reviewing team's work and preparing review reports for status reporting to manager & ensuring target achievement for entire team in stipulated time
- Leveraged cross functional expertise to drive operational excellence to achieve 4X lead productivity and 2X conversions.
- Analyzing consumer behavior and executing marketing activities (ATL & BTL) in order to increase revenue and drive business.
- Reviewing data at city level to assess concerns and then working with team to fix the issues and providing solutions thereafter.
- **Stakeholder Management** -Created strategic alliances and enhanced stakeholder engagement develop productive working relationship with partners and reporting team.

Shuttl (Super Highways Labs Pvt. Ltd.), EnterpriseAccount Manager (June, 2018 – Nov, 2018)

- Set up the Enterprise Business practice in Delhi NCR, responsible for B2B Lead Generation via Networking, professional contacts or cold connections.

- Achieved personal sales targets by developing new business with existing and potential clients.
- Grew Monthly Revenue Run Rate from INR 0.26 Cr/month to INR 1.04Cr/month.
- Increased business through acquiring new clients (Sunrise Sports, Interglobe, Nucleus Softwares, Assotech Reality, NIIT Technologies, Info-Edge etc) etc with a monthly revenue rate of INR 0.12 Cr/Month and farming existing clients (WSP, Gamelto, UHG, Shivalik Bank, etc) by increasing share of wallet to double revenue.

Fab (Casa 2 Stays Pvt.Ltd.), Business Manager

(Apr, 2016 – May, 2018)

- Responsible for PnL for territory managing multiple metrics
- Managed a team of 6 employee of different function (Corporate, Supply, TA)
- Managing relationship with fab property Owners/ Partners.
- Connected with different stakeholders and solved problem
- Responsible for maximizing revenues and handling client expectations and key problemsolving.
- Role involves working directly with the founders, unprecedented professional growth and attractive compensation/ benefits.
- Responsible for end to end business for fab Hotels across strategic accounts, right from need generation, engagement with key stakeholders), negotiations, closure to execution of the project
- Account management for the enterprise (Corporate, T.A) business and handling few of the biggest hospital chains in India.
- Devised strategy for each enterprise working along with city managers, modality heads, operations and service teams.

LG Electronics, Intern – Key Accounts

(May, 2015 – July, 2015)

Worked as **Business Development Intern** in B2B Sales Dept. (HE Business) in Delhi NCR and Introduced New ICONIC Kids Brand to the Business Development Team and generated lead for Monitor Signages.

Coca-Cola Beverages Pvt. Ltd, Intern- Business Development (Dec, 2014 – Jan, 2015)

Analysed the distribution and sales management cycle for key retail outlets in the modern trade channel Recommended a change in the sales management, forecasting methodology and expiry out warding practices

(Worked as a **Distribution- Channel intern** in B2C Sales. Responsibilities include overall market Consumer Promo Execution” In Delhi GT Market.)

EDUCATION

Lal Bahadur Shastri Institute Of Management, (PGDM -Marketing and Operations) (2014 - 2016)

- Sports and Cult- Head, Student Council – Head of student bodies council and industry related activities in LBSIM.
- Chief Organizer, "Make in India: creation, innovation and integration"-2015. – LBSIM

Delhi University, Bachelor of Commerce **(2011-2014)**

Ryan International School, Delhi **(1998 – 2011)**

- House captain of school. Participated and organized many school festivals and events.
- Played at national and zonal levels for school cricket team.
- Actively participated in Sports and dramatics at school level and won various sports and dramatic competitions.

SKILLS

Strategy & Leadership

• Key Account Management

• Business Development

• Business Strategy

• Decision Making

• Vendor Management

• Team Management

• Building Sales force