

Summary

A focused professional with experience of over 15+ years in Finance, commercial card, leasing and insurance domain, with proven track record of achieving revenue, profit and business growth objectives within organizations, turnaround and rapidly changing environments. Currently working with Trufedu with a keen focus in Sales and Marketing and a proven ability in building high performance multi-cultural teams within a matrix that influences revenue and market share of the company I am associated with. Holding strong foothold in growing brands and nurturing new launches, I have a proven track record of formulating unique strategies, in sales and marketing. Firm believer of differentiated strategies, activities and communication to build brands. Keen and have abilities to understand the root cause of any issues and thereby formulating strategies to bring success in brands at any stage of PLC. Strong follower of trend analysis and market research (primary and secondary) for finding insights for actions needed to achieve sales targets

Skills

Leadership	Teamwork	Business Acumen	Critical thinking	Influencing
Risk mitigation	Microsoft office	Adaptability	Compliance	Communication
Decisiveness	Integrity	Delegation	Empathy	Flexibility
Independence	Influencing	Conflict Management		

Core competencies

B2B sales	Key account Management	Business Analysis	Strategic Planning & Management
Sales & Marketing	Liaising-Coordination	CXO Relationship	Lead Management

Achievements

- Have signed up large clients with contract value of more than 20 crores
- Highest forex spends achievement
- Awarded for the highest sales achievement for the year

Work Experience

Senior Vice President – Zonal Head Trufedu Budgetary Education Private Ltd.

- Business Development: Handling a team of Regional Sales Manager, Senior Lead Counsellor, Lead Counsellor & Financial Counsellor and responsible for all matters relating to Zone / State, i.e., business development & book building in Wealth Management, motivate & drive the team towards defined Business Goals & achievement of business plans, including client & corporate acquisitions.
- Monitor individual & Team performance and take steps to improve productivity.
- Initiating various campaign / promotions/activities with the objective of business development.
- Recruitment: Play an integral part in identifying & hiring talent. Drive this by closely working with the company's HR as well as by tapping into his/her own network of potential talent pool.
- KRAs: Develop robust, aspirational yet achievable AUM goals & other KRAs for the wealth managers
- Adherence to Processes: Ensure adherence to all processes laid down by the company.
- Compliance: Maintenance of statutory timings, discipline, etc. as per the guidelines and compliance. Will ensure that no mis-selling takes place in the team.
- Champion superlative service levels: consider servicing & after sales an equally important part of the job as client acquisition. Monitor customer satisfaction and suggest possible product modifications / improvements to the Head Wealth Management/CEO.

Deputy Vice President and Zonal Sales Manager SBI Cards and Payments Services (April-2015-Till date)

- Business Leader with responsibility of driving sales of new cards acquisition, spends & profitability across verticals.
- Managing a Team of 7 representatives across south
- Preparing and presenting RFI and RFPs as per prospects specification.
- Leading a senior & diverse team of Sales, Relationship & Product teams and oversight & responsibility of frontline salespersons
- Manage & Grow relationship with cobrand partners & ensure profitability for stakeholders
- Conceptualize, create and manage multi-distribution sales models tuned to different cobrand partners

Assistant Vice President GE CAPITAL SERVICES INDIA (April-2011 to March 2015)

- Spearhead leasing in the Southern region covering Karnataka Andhra Pradesh Telangana and Tamil Nadu
- Prospect for and negotiate with local, regional, and national tenants both directly and through brokerage houses.
- Develop a client base that generates a qualified and sustainable number of referrals.
- Identifying prospects and generating their interest, gauging needs, resolving queries and presenting a customized solutions for corporate lending, auto and equipment leasing to converting them into active customers
- Providing insight on funding options like loans, finance and operating lease options considering the accounting principles to prospects and customers.
- Preparing and presenting RFI and RFPs as per prospects specifications.
- Product positioning as per client's needs and alliance with Purchase / Finance/HR departments in issues related to customer feedback
- Strategizing, planning and formulating the vehicle management policies of the clientele/companies.
- Coordinating and assisting the Portfolio Management team in managing new clients and setting expectations for sourced relationships.
- Arranging for car display Events and coordination with dealers of different Manufacturers.

Corporate Sales Manager LEASE PLAN INDIA PVT LTD. (July-2007 to April-2011)

- Responsible for business in Chennai and Bangalore
- Client relations and requirement analysis resolving queries and presenting a customized vehicle management solution to converting them into active customers
- Providing insight on finance and operating lease options considering the accounting principles to prospects and customers.
- Preparing and presenting RFI and RFPs as per prospects specifications.
- Managing existing relationship and generating new business from them.
- Product positioning as per client's needs and alliance with Finance/HR departments in issues related to customer feedback
- Strategizing, planning and formulating the vehicle management policies of the clientele/companies.

Assistant Sales Manager HSBC BANK (November 2005 to July 2007)

- Sourcing High Net Worth Individual (HNI) Accounts (with relationship value ranging from Rs.1 lakh to Rs. 25 Lakhs).
- Responsible for cross-selling of various products offered by the bank and Wealth Management Services

Senior Executive SOUTH INDIA WATCH INDUSTRIES (May 2004- November 2005)

- Responsible for institutional business for Bangalore and Delhi.
- Generating business for Hourglass watches and essentials.
- Corporate and Institutional Sales
- Branding Solutions and Trade incentives
- Liaised with brand managers, Marketing and HR managers.

Education

2004: PGDBM (Marketing & Finance) - Indian Business Academy, Bangalore

2001: B.Com - HR College, Mumbai

Extra-Curricular

- IRDA certified
 - Head of the Physical Activity program and got Health ahead Certification at GE