

# Mukesh Kumar Gupta

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(Registered in Atlantic Immigration Pilot Program)

## BUSINESS DEVELOPMENT | SALES & MARKETING | CHANNEL MANAGEMENT – INSURANCE SECTOR

11+ Years of progressive and performance driven experience in Insurance industry across strategic planning, insurance advisory services, client servicing, channel development, relationship management, liaison & coordination and team building & management. Professional strengths in designing creative and customized insurance policies to meet specialized needs of various market segments. Skilled in developing new business processes and revenue streams. Proven capabilities in designing innovative marketing strategies to generate desired resonance across potential market segments. Known people manager and relationship builder; charting out strategies for sales and channel management and contributing towards enhancing business volume & growth and achieving profitability norms.

### Core Competencies:

- Revenue Enhancement
- Channel Development
- Partner Development
- Strategy Planning
- Relationship Management
- Customer Service
- Compliance Management
- Productivity Improvement
- Strategy Planning
- People Management
- Training & Mentoring
- Leadership & Innovation

## PROFESSIONAL EXPERIENCE

### Edelweiss Tokio Life Insurance Co. | Chief Manager

Jul 2018–Present

- Managing business operations with focus on top/bottom line profitability by ensuring optimal utilization of resources, responsible for strategy formulation and business development plans for the company.
- Planning and conceptualizing various strategies to achieve business goals for business development and aimed towards the growth in business volumes as well as profitability.
- Formulating the marketing strategy for the organization to ensure an enriched customer portfolio and building differentiation for the brand.
- Consolidating business while effectively managing risk, shutting vulnerable product lines & remaining profitable, developing innovative business concepts to address under-served niche market.
- Building a highly competent and customer focused team by driving recruitment and selection activities in coordination with HR.
- Holding credentials in concluding major deals by meeting the HNI clients; conducting product session with sales force and for the support of training department.
- Facilitating a strategic direction for the growth of the company in the region by probing fresh avenues for business procurement through planning and execution of various effective promotional events.
- Analyzing and evaluating the risk exposure of the various clients and suggesting them suitable covers.
- Developing strategies to enhance customer relations through formal and informal channels, building cordial relationship through regular interactions and quality service.
- Rendering consultancy to channels in increasing business profitability and ensuring after sales service from the insurers.
- Assessing marketing opportunities, target markets, intelligence gathering on clients & competitors while generating leads for possible sales & following-up sales activity.

### Reliance Nippon Life Insurance | Senior Territory Manager

Apr 2018 – Jul 2018

- Consistently achieved month on month targets by strategizing long term business direction and marketing strategies for the territory to ensure maximum profitability in line with organizational objectives.
- Provided decision support in the creation of business reviews and ad-hoc analysis, collated market intelligence to penetrate into new markets and drive client acquisition through various channels.

- Strived to put across the brand message effectively by planning & carrying out the right brand communiqué and devised innovative business strategies to improve awareness and visibility.

**Birla Sun life Insurance company | Multiple Roles**

**Oct 2007–Apr 2018**

**Associate Manager**

**Development Manager**

**Sr. Sales Manager**

**Agency Manager**

**Financial Advisor | Oct 2007 – Sep 2015**

- Established strategic alliance / tie-ups with financially strong and reliable channel partners resulting in deeper market penetration and reach.
- Monitored channel sales and marketing activities; implemented effective strategies to maximize sales and accomplish targets.
- Provided assistance to channel partners by conducting training programs, ensuring seamless delivery of quality product and service for customers.
- Restructured and reengineered the company operations to streamline business functions and achieve desired resonance from market.
- Acted as the key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth and targeting maximum profitability.
- Ensured client's issues are promptly addressed & documented; provide resolution in a timely & professional manner and passing them to correct channels.
- Conducted meeting for setting up sales objectives and designing or streamlining process to ensure smooth functioning of sales operations.
- Established and fine-tuned an excellent operational base, ratified by a very high client retention ratio, focused on productivity and efficiency translating into cost savings and bottom line improvement.
- Oversaw relationship management with existing clients and new accounts to ensure long-term business partnerships.
- Managed the operations of vertical to ensure its compliance with legal and regulatory requirements.
- Established healthy business relations with clients & external associates for securing repeat business & long term customer loyalty.
- Prepared budgets and controlled finance coupled with strategic planning, forecasts and allocations.
- Strategized long term business direction and marketing strategies to ensure maximum profitability in line with organizational objectives.
- Achieved GWP, ensuring Bottom line targets and development of Individual Agency Model and managed commercial Line business target through Large Corporate.
- Developed, motivated and educated the senior team members on various operational matters and guided them towards successful outcomes and attainment of business objectives.
- Coordinated with various departments to ensure efficient operations and delivery of services within the Turn Around Time while participated in seasonal sales campaign and promotions to maximize sales penetration.
- Exhibited professional approach in resolving customers' queries, thereby achieved customer delight and also sustained organization's image while ensured that high level of customer support is continuously sustained.

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**EDUCATION**

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**MBA | EIMCR**

**M B B S – AM | AIAMC**

**B E H M S | ICAM**