



## Sant Kumar Verma

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**Management Professional: Sales/Marketing/Business Development/Overall Management & Supervision of Branch/Business Unit functioning/Inter-departmental coordination & back Office/operations Management/Profit\_Centre Management as PCH.**

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### **CAREER OBJECTIVE**

To attain a highly challenging, techno-commercial working environment & bigger responsibility across a reputed Organizations & wishes to spearhead & contribute my efforts towards meeting the **organizational GOAL/OBJECTIVE** within defined time frame by meaningfully & optimally utilizing the available organizational resources & creating effective & harmonious working environment in order to have a positive & better organizational output that could impact positively to our customer base & society at large.

### **EXECUTIVE SUMMARY**

#### **PROFILE SUMMARY**

A seasoned professional with about 20 plus years of commendable experiences in the field of—

- Business Development
- Sales & Marketing
- Brand Promotion
- MIS tracking & Analysis
- Branch & Business Unit Supervision
- Key Account Management
- CRM & Client Retention
- People/Team Management
- Profit Centre Management
- Institutional selling
- Distribution Management
- P & L Accountability

#### **CORE COMPETENCIES**

- Steering operations with a view to meet the organizational objective & profitability.
- Formulating short term & long term business & strategy plan in order to achieve the desired sales & revenue growth along with meeting the CSR objective.
- Coordinating & networking with key accounts to ensure a higher business share & penetration.
- Conceptualizing & implementing the brand building activities in forms of ATL & BTL activities.
- Recruiting, mentoring & training sales personnel in order to get the best of their performance towards meeting the organizational objective.
- Identifying the new market & Product positioning, Demand generation & demand fulfillment.
- Very rich experience of publishing trade in all dynamics like K-12, Higher Education & Trade book.
- Sales, Marketing & Distribution Management.
- P/L analysis & ensuring the Net Profitability for the Co.

#### **CAREER PATH & WORK EXPERIENCE**

Started career from Pharmaceuticals industry & after serving for a short period here moved into publishing industry. Worked for around one plus year in B.I. Publication (Medical Book Publisher) & then joined Macmillan in Feb 1999 & since then has been working for Macmillan in different territory across

East & North India. Have a territory exposure & experience in working in the territory of Bihar, Jharkhand, Uttar Pradesh, Uttaranchal & North western part of Madhya Pradesh. Other than this worked for around 3-4 years in overseas market of Nepal also. Have a **varied experience of publishing like K-12, Higher Education, General & Trade & Reference books segment etc.** Also worked on UNICEF project (as project head) of Meena Books & coordinated with various department & offices in procuring & liaising supplies to 70 districts of Uttar Pradesh for Meena Books (an UNICEF project) worth of approx. Rs. 6.00 Crores plus under Sarva Shiksha Abhiyan, conducted by Govt. of U.P. in the year 2005-2007.

Apart from above, successfully done the various pilot programme & establish the several new product verticals for Macmillan like IAIS (an assessment programme from UNSW, Australia,), ESOL (an ELT assessment programme from University of Cambridge), Marketing the ELT teachers material & magazine from British Council, VSAT teachers training programme in association with Everon, Successfully launched & established the smart class product of our digital partner 'Edurite' in U.P.

While serving **Macmillan for about 18 years on various level & as an AGM,** as my last assignment took the branch & Co. to a newer height of success & then moved for better & newer opportunity & **joined MBD Group in Nov 2016 almost about four years ago as ZONAL HEAD.** Here I was responsible for managing & supervising complete functioning of Sales, Marketing, Stock planning & forecasting, Distribution management, Content development & Editorial functioning, Branch accounting, completing the Annual stock audit etc. Served MBD till August 2018 & has been looking after the complete business & branch functioning affairs of U.P., Bihar, Jharkhand & West Bengal & have been reporting directly to Managing Director of Co. The major responsibility was of controlling & looking after the business affairs of all divisions of MBD group namely HFI, Modern, MBD, D.S. stationary & Pruquest school division.

In mid of August 2018, I left MBD Group & **joined Gems Educational Books as General Manager – East/North** & since then has been looking after business affair of Co. in entire Easter & Northern India like Bihar, Jharkhand, Bengal, Orissa, Chhattisgarh & U.P, Punjab, J & K etc.

### **PRESENT OCCUPATION**

- Organization : GEMS EDUCATIONAL BOOKS.
- Located at : LUCKNOW
- Designation held : **SR. GENERAL MANAGER – EAST/NORTH**
- Area's Experience : ***Bihar, Jharkhand, Nepal, U.P, U.T, parts of M. P, Punjab & J&K West Bengal, Chhattisgarh & Orissa.***

### **ACHIEVEMENTS & INITIATIVES**

- Clinched young achiever award for the best sales personnel for the year 2000-2001 in Macmillan.
- Got the MD/Director appreciation certificate for successfully completing the 10<sup>th</sup> & 15<sup>th</sup> years of continued service in organization.
- Acknowledged for consistent performance since last 17 plus years in the Macmillan & being awarded with Long Service Award.
- Received award for ***Best Manager in Northern India in NSM 2015 from CEO & Director Sales*** of Macmillan Education.
- Set up a smooth trade distribution network & alignment primarily for Macmillan, in U.P. & Uttarakhand, Bihar, Jharkhand, Nepal & North Western Parts of M.P. etc.

- Successfully implemented the various pilot programme & establish the several new product vertical for company like IAIS from UNSW, Australia, ESOL from University of Cambridge, ELT magazine from British Council, VSAT teachers training programme in association with Everon. Successfully launched & established the smart class product of 'Edurite' in U.P. which later on got merged with Pearson education etc.
- Has been instrumental in getting & becoming content partner with prestigious CMS group of School for their product "Gems Maxim". Also lined up a good prescription in CMS chain of school for Macmillan & Frank Brothers as I myself was heading both the Co.as Branch head.
- Set up a smooth trade distribution alignment for the Co. in U.P. Uttaranchal, Bihar, Jharkhand, West Bengal, Orissa while working for MBD Group & GEMS EDUCATIONAL.

#### PREVIOUS ASSOCIATIONO

- **Dr. Reddy's Labs.**
- **British India Publication.**
- **Macmillan Education**
- **MBD GROUP**

#### PERSONAL PARTICULARS

Father's Name : **Late Shri T.D. Prasad**

Date of Birth : 12<sup>th</sup> May 1969.

Contact No. : **08756332860**

Languages known : English, Hindi and other Colloquial language of region.

Marital Status : Married

Area of interest : Reading newspaper, watching TV, Listening Hindi music.

Strength : Effective business handling, Man Management, Good Communication skills, Motivating & Leading the team.  
A high level of job commitment & hardworking,  
Possesses skills of multitasking & multiple job handling.

#### EDUCATIONAL PARTICULARS

##### Academic

- **Bachelor of Science** (Chemistry Honors) from Magadh University, Bodh Gaya.
- **Bachelor of Law** (L.L.B.) from Magadh University, Bodh Gaya.
- **Master of Arts** (L.S.W/HR) from Patna University, Patna.

##### Professional

- Post Graduate Diploma in **Marketing and Sales Management** from L.N.M.I., Patna.
- **Computer Skills** – Proficient in operating MS Office (word, Excel, PPT) & internet surfing.

**Preferred Job Location – Open for any location but would prefer for Lucknow/Delhi.**

**Sant Kr Verma**  
**Lucknow**