

VIVEK BANERJEE

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Innovative & versatile sales, marketing and client relationships professional with cross-functional experience across highly reputed organizations, over 8 years plus of excellence in delivering optimal results in a high-growth environment through initiatives that exceed business performance targets and achieve measurable outcomes. Have completed MBA from Army Institute of Management Kolkata and Computer Science Engineering from RGPV Bhopal.



PROFILE SUMMARY

- My multifaceted role involves both team management and direct involvement in sales operations, enabling me to effectively blend strategic oversight with hands-on engagement to achieve organizational objectives. I have traveled throughout South Asia for in-person meetings as well. I have on boarded clients in India, Nepal, Sri Lanka, Singapore, Cambodia, Singapore, Hong Kong and the Philippines across segments like Banks, Insurance, Insurance Brokers, Fintechs, Crypto exchanges, NBFCs, AMCs and Housing Finance for SaaS products.
- Possess expertise in client relation management, expansion strategy development, sales team building, expense control, competitive market, industry trend analysis, channel management, distribution management and revenue management & performance improvement.
- Adept in managing entire marketing operations with a focus on top & bottom-line profitability by ensuring optimal utilization of resources.
- Skilled at developing relationships with key decision makers in target organizations for revenue.
- Possess keen business acumen in analyzing & understanding business requirements, developing new business processes & revenue streams.
- Coordinate planning and conceptualizing of various sales strategies to achieve business goals of the businesses across the region, aimed towards the growth in business volumes as well as profitability as per the need and resources available.

Core Competencies

Sales/Marketing Management

P&L Management

B2B SALES

Software Sales

Business operation Management

Strategic Planning & Execution

Project Management

Client Relationship Management

Team Building & Leadership

EMPLOYMENT DETAILS



Solytics Partners , APAC Sales Head, June'22- Till Present

Fintelekt Advisory Services- Sales Head South Asia, Aug'21-June'22

JSW Steel Ltd., State Head MP, Jan'19 - July'21

Bajaj Electricals Ltd., Sales Management Associate, July'17 - Dec'18

KEY RESPONSIBILITIES

SALES & MARKETING:

- Analysing and reviewing the market response /requirements and communicating the same with team members for developing new applications.
- Building and maintaining healthy business relations with leading clients, ensuring maximum customer satisfaction by achieving delivery & quality norm.
- Driving sales initiatives and achieving desired targets with overall responsibility of ROI.
- Acquiring a thorough understanding of key customer needs and requirements, moreover, research and source new potential clients.

TEAM MANAGEMENT

- Direct productive cross-functional teams using interactive and motivational leadership that spurs people, to willingly give excellent results.
- Create and foster a healthy environment that facilitates the high performance of team members and facilitates the accomplishment of organizational goals.
- Leading & monitoring the performance of the team members to ensure efficiency in sales operations and meeting of individual & group targets.

BUSINESS STRATEGY

- Setting up performance indicators & strategy for achieving the same across the region.
- Collaborate with the various internal & external stakeholders to create a seamless, efficient end-to-end process & perform work in-line with established Service Level Agreements.
- Overseeing complete business operations with forecasting monthly/ annual targets & executing them in a given timeframe (quarterly & annually).
- Strategizing the long term as well as short term business plans to ensure maximum profitability & managing customer-centric operations.
- Supporting multi-product solution presentations and work alongside the sales team to build a growth strategy for prospective clients.

BUSINESS OPERATION MANAGEMENT

- Ensuring execution of SOPs across all divisions, identifying improvement areas & implementing adequate measures to maximise the customer satisfaction level.
- Establish and monitor policies and procedures that will help the region meet its cost and risk management goals.
- Monitoring the inventory levels ensuring ready availability of products to meet the market demand.

CLIENT RELATION & SERVICING

- Implementing competent strategies for business with a view of penetrating new accounts and expands existing ones for meeting pre-determined business objectives and targets.
- Building Liaison with the project team, various departments within (Vendor Implement) the organization, external bodies and the customer.

PROJECT MANAGEMENT

- Managing the overall project operations for the project ensuring the performance and delivery of the services within timelines and with expected quality.
- Developing SOPs as per project across all functions, identifying scope of improvement & implementing adequate measures.
- Developing, and monitoring performance for operations KPIs and metrics.
- Preparing & providing dispatch & invoice notice to dispatch & finance department.

PERSONAL DETAILS

DOB	30 th June 1992
Languages Known:	English, Hindi and Bengali
Address:	G1-101, Daffodills Housing Society, Pimple Saudagar, Pune, 410027 MH