

GEETAGYA SHARMA

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CAREER OBJECTIVE-SEEKING NICHE ASSIGNMENTS WITH ORGANIZATIONS OF REPUTE IN SENIOR MANAGEMENT/ LEADERSHIP ROLES

EXECUTIVE SUMMARY

- A dynamic, result-oriented **Management professional** with **2 decades plus** of experience in **Business Development , Customer Relationship Management, Business Alliances, Project Management , Team Management , Operations & HR** in senior roles with various **MNCs & startups .**
- Expertise in **Solution sales (Microsoft India) & CEM/Business Solutions CINCOM-US based MNC** with hands-on experience **CRM/CEM tool** like Siebel, Sales force, Quota, MS Crm Etc.
(Experience of working with **MNCs like Microsoft & IBM smart Initiative**)
- Proficient in devising effective strategies to achieve top line and bottom line Profitability of the organization.
- **Leading the Pan India HR team as Chief Peoples Officer** for Syrex Info services.
- A proactive learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives & profitability norms.
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales and marketing strategies.
- In-depth understanding of critical business drivers in the market successful in building relationships with key influencers and delivering on customer commitments.
- Effective communicator & negotiator with strong analytical, problem solving and organizational abilities.
- Handling customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.

AREAS OF EXPERTISE

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|--|---------------------------------------|---|
| • Corporate Trainings | • Operations | • Call centres/Contact Centres |
| • Sales Planning & Strategy | • Strategic Planning | • Vendor Management |
| • Business Development | • Activity Budget Planning | • Admin & Quality Compliance |
| • Project Management | • Inside Sales | • Human Resources |
| • Channel & Network Development | • Strategic Alliances | • CRM & CEM strategies |
| | • People & Team Management | |

MANAGEMENT SKILLS

Team building

Leadership & Motivation

HR & Operations

Effective Communicator

Listening skills

Change Management

C Level Relationship Building

Analytical with solution providing abilities

CAREER CONTOUR

A. Deepali Designs & Exhibits Pvt Ltd as GM (OPERATIONS & HR) (31 yrs. old event Management Company with 200 plus employees)

Feb 2023 – Mar 2024

Operations Responsibilities on behalf of MD:

- Responsible for daily monitoring & evaluation of all of teams including HR/ Marketing & Tenders/Designers/Admin/Accounts/Operations /Digital marketing / Purchases/ Stores/ IT.
- Validating and approving all the financial requirements raised by the teams from time to time.
- Oversee online reputation management of the organisation by coordinating with Digital Marketing teams including running social media campaigns on various platforms & website updating SEO activities from time to time.

Responsibilities as India HR head

- Leading Team driving best practices in hiring & selections, succession planning, policy & Internal programme design.
- Developing and executing the overall HR policies and execution of the same with focus on Change Management.
- Overseeing and reviewing the salaries and appraisals of the employees.
- Creating healthy, safe and fun work environment within the organisation.
- Oversee and maintain a funnel of external recruitment channels and vendors.
- Conduct staff trainings on regular intervals.

B. Stalwarts People Company as VP (BUSINESS OPERATIONS) (C Level Executive Recruitment Firm)

Aug 2016 – Sep 2020

Reporting directly to the Director responsible for revenue growth of the organization.

- Leading a team of search professional's for the C level Leadership & Technical Hiring's. Handling End to end recruitment cycles for corporates clients in Pharma, IT & FMCG.
- Reviews Resumes take final interviews of the filtered candidates and also check Candidate background reports. Implementation of the internal HR policies for internal staff.
- Responsible for building, training and growing recruitment teams under the organization.
- Building and maintaining a team of external sourcing partners for c level hiring's .
- Organise online & offline learning and fun initiatives for internal staff from time to time Oversee online reputation management for the organisation.

C. SYREX INFOSERVICES INDIA PVT LTD. as CHIEF PEOPLES OFFICER

Sep 2017 – Apr 2018

800 seater plus domestic call centre of Unicef & Cry

Reporting directly to the Director & Leading pan India HR function

Responsibilities:

- Leading a Team of 5 local and 6 regional HR members for bulk hiring initiatives.
- Developing and executing the overall HR policies and execution of the same on Pan India basis & uploading on shared portals and drives. Overseeing and reviewing the salaries and appraisals of the employees.
- Creating healthy, safe and fun work environment within the organisation.
- Maintaining the relationship with statutory govt bodies and depts.
- Oversee and maintain a funnel of external recruitment channels and vendors.

Achievement

400 plus call centre executives hired under a span of 6 months as a part of mass recruitment initiative.

**D. MAGIC SEWA PVT LTD. as HEAD OF BUSINESS OPERATIONS & HR
(1000 plus app based cab aggregator startup)**

July 2015– Mar 2016

Working as face of the organization and taking management decisions with/on behalf of

CMD. Leading a team of project staff of more than 100 members including Marketing / Branding / Call Centre / HR/Admin/Accounts/Operations /Digital marketing expert/Vehicle Delivery

Responsibilities:

- Hiring & Leading a team of project staff of more than 120 & Ensuring overall profitability Of the project.
- Creating strategic Business relationships and alliances with corporates like E&Y, TCS/ Taxivaxi / Jugnoo / Silver Skills / Pinnacle Group
- Responsible for reviews of all of teams on weekly intervals. Conducting in-house staff Training programmes based on the conducted reviews .
- Validating and approving all the financial requirements raised by the team from time to time.
- Monitoring performance of team and address the training needs of In--house tech team (.net/java) / Call Centre/HR/ Admin/Accounts/Operations /Digital marketing expert/ Vehicle Delivery/Branding /field marketing & support staff.

E. INNOVATIVE STRATEGIES & PRACTICES CONSULTING Pvt Ltd. as HEAD OPERATIONS
(CEO & Corporate Trainings in the space of Digital marketing) **Sep 2016 – Aug 2017**

Responsibilities:

- Building and driving C level relationships.
- Meeting client's senior teams to understand their Digital marketing & online business needs.
- Screening of the training material to match clients training needs - module Wise planning.
- Getting designed programme specific feedback forms and reporting mechanisms.
- Successfully getting conducted training sessions as per the clients convenience.
- Review training sessions & take feedback of session for improvement of & content deliveries.
- Shortlisting /Hiring & Training of Trainers to bring them to a bench mark level.
- Onboarding and briefing of trainers about the pace/flow of training sessions to be conducted.
- Conduct mock sessions with Trainers.
- Monitor all the ongoing training trends in the market to keep abreast with competitors.
- Oversee the collection of testimonial from Clients and using them for promotion by posting on various digital forums.
- Taking references form the programme attendees for new business development.

F. HI AIM as PROJECT HEAD (New Initiatives)**May 2014 - May 2015****(A division of Hi-tech -12 yrs old ISO certified vocational training company)****Responsibilities:**

- Ensuring overall profitability & revenue generation from the Centre.
- Overseeing Marketing /Branding & Lead generation to help sales teams and vendor management. Leading staff of more than 20 members including Centre head/counselors/telesales/Faculties/Digital marketing expert/field marketing and support staff.
- Overseeing of Administrative Responsibilities relating to infrastructure/employee Student management.
- Responsible for Batch scheduling and building a faculty pool of specialized skill-sets.
- Timely creation of course content both for classroom teaching, and e-learning in partnership with faculties & subject matter experts. Ensure assessments/evaluations are conducted fairly on time.
- Maintaining strategic relationships with corporate for student placement initiatives.

**G. CINCOM SYSTEMS INDIA PVT. LTD as BUSINESS MANGER (INDIA) Oct 2008 - Feb 2013
(SEI-CMMI LEVEL4 COMPANY US based MNC / Global Business Partner for Microsoft /IBM
Handling Business Solutions -CEM/CRM /BI****Highlights with CINCOM:**

- Responsible for generating new/recurring business through a team for direct sales activities (by undertaking Solution Selling/account management) to promote across Pan India Region the following product lines:
 - Unified communication platform with integrated CEM/CRM
 - Integrated reporting & analytics for call/contact centers, to achieve order to chaos –BI tools
 - All In One Call Centre In A Box (dialers/IVR /voice loggers/ACD along with integrated CRM)
- Teams handled:
 - External Lead generation agencies
 - Assistant Manager for Marketing
 - Inside sales/Telemarketing executive
 - Pre Sales Technical resource
 - Field service report executive
- Developing new business in the region by partnering with CRM/ERP consultants.
- Reporting to CINCOM corporate for all sales related activities through daily update of internal CRM.
- Managing and maintaining business relations with giants like **IBM/Microsoft**.
- Forming new Strategic Business alliances and maintaining them in the region with partners like Uneecop Technologies & CSPL.

Highlights with IBM Smart:

- Key person in engaging with the corporate relationship with IBM Smart Team by interacting with IBM Smart Regional India teams.
- Executing marketing campaigns and driving customer attendance at key events along with IBM /D & B regional teams.
- Developed and managing a set of approx 5 IBM Value Added Re-Sellers (Religare Technologies, APL Technologies, Quantum, Comnet, and Targus).

H. MICROSOFT INDIA

*** Outsourced through German MNC - BMG*

Aug'2004 - Oct2008

Regional Lead IS-(Government & Public Sector) (West South India Region)

Apr2007 – Oct2008

Highlights:

- Generating repeat business from existing Named/New customers by undertaking Solution Selling and account management and creating Microsoft ecosystem.
- Developing new business in the region with focus on MS CRM/ERP opportunities in addition to Classic products to government and public sector.
- Executing marketing campaigns and driving customer attendance at key events.
- Striking strategic alliances for new business development in the region by interaction with Nodal Government Agencies like State RC bodies.
- **Managing set of 100 unmanaged Partners (channel) for their Funnels and Technical/commercial support issues.**
- Mentoring new members in the team and driving them on their target fulfillment and conducting reviews on funnels and process gaps on regular intervals.

Revenue Achievements:

Over exceeding quarterly opportunity targets of 3, 00,000 dollars by undertaking solution selling.

IS Account Manager - (Small & Medium Business) (West India Region)

Aug 2004 – Mar2007

Highlights:

- Generating repeat business from existing customers by undertaking Solution Selling.
- Generating repeat business leads and working with Channel management teams for order fulfillment.
- Strategic planning for developing new business in the region with focus on **MS CRM/ERP** opportunities in addition to Classic products like server, security products, database, mailing solutions & application software.
- Mentoring new members in the team and driving them on their target fulfillment.

Revenue Achievements:

Over exceeding quarterly opportunity targets of 1, 00,000 dollars by undertaking solution selling.

SALES & BUSINESS DEVELOPMENT WITH IT HARDWARE COMPANIES

I. PC DOT COM as Manager (Sales & Business Development)

Sep1998 – Aug 2004

Highlights:

- Independently handled sales teams (5 members) and monitored them for funnel maintenance and target achievement.
- Generating Sales primarily in the corporate sector for complete range of HP, IBM, Compaq Microsoft products (i.e. software, hardware & networking solutions).
- Handling New business development in New Delhi & NCR region with special focus on Govt. accounts(Railways,Industry/Health/ExternalAffairs/Home/BSF/Police/Army//PWD/CPWD/MCD) & Corporates like(Apollo Tyres/Bharat Gears/Sterlite Industries etc).

H. INNOVATORS INDIA PVT LTD as Assistant Manager (Sales) (Registered reseller for Compaq and HP)

Sep1995 – Aug 1998

Highlights:

- Joined as **Customer Support Executive** and got promoted as **Assistant Manager Sales and Support**.
- Handled sales initiatives for HP & Compaq products like Hardware, Networking Solutions & Annual Maintenance Contracts.
- Generating repeat business from new/ existing customers.

TRAININGS

- Trained for specialized Microsoft solution sales by trainers from Microsoft (USA).
Microsoft Solution Selling Process –comprehensive training for betterment of sales.
Spin Training—for planning and execution of sales calls.
RPV Training—realizing the value of platform and building various solutions.
- **Nominated for 15 days Value based Selling conducted in Sydney, Australia.**
- Specialized Compaq hardware sales training with trainers from Compaq held at India Habitat Centre.
- Received Training in E-COM conducted by PHD Chamber of Commerce.

ACADEMIC DETAILS

1995 B.Com (Delhi University)

1993-94 Diplomas in Sales and Marketing Management, National Institute of Sales, New Delhi

1995-96 Diplomas in Computer Programming, CMC, Delhi

1992-93 Diplomas in Export Import Documentation, IIFT, New Delhi

PERSONAL DETAILS

Gender	Male
Nationality	Indian
Profile	Married
DOB	30/04/1975
Passport	Valid till 2034
Current Location	New Delhi /India
Preferred Location	Delhi NCR Region, UAE
Notice period	Available within 2 weeks
Languages Known	English, Hindi, Punjabi and French (elementary)