Curriculum VitaE

**Seeking assignments in Sales & Marketing with an organization of repute in the Office Automation/Telecom/IT sector.**

**Professional Summary**

A result-oriented sales & marketing professional with **14+ years** of experience in Sales and Marketing, Branch Management, Business Development, Direct Corporate Selling, Key Accounts & Team Management, Customer Relations Management. Currently associated with ‘**TataTeleservices Limited’** as ‘***Partner Account Manager-Delhi/NCR’* .**A keen planner, strategist & implementer with demonstrated abilities in accomplishing business growth on a consistent basis. A proactive leader and planner with expertise in strategic planning, market plan execution, account management and sales efforts.

**1. Personal DATA:**

# Name : Mahender Dhiman

Father’s Name : Shri R.S. Dhiman

Date of Birth : 22.10.1977

Age : 38 Years

Address : C-73, 2nd Floor,Naraina Vihar,New Delhi- 28

Contact Number : 98105-72199

**2. Educational Qualification :**

(a) Passed Metric from C.B.S.E., Delhi Board in 1992.

(b) Passed Intermediate (10+2) from C.B.S.E., Delhi Board in 1994.

(c) Graduation from Delhi University in 1997 in B.A.(Hons.)Political Science.

**3. Professional Qualification :**

1. Post Graduate Diploma in International Business (EPGDIB-2009-2010) From I.I.F.T (**Indian Institute of Foreign Trade, New Delhi**).
2. Cisco CCNA Certificate Course from NIIT-

( b) Six months Certificate Course in German Language from - I.I.T.T.M, New Delhi.

**4. Work Experience :** Total working experience – 13+ years.

**Chronology :**

1. **Tata Teleservices Limited(Enterprise Business Unit)- Sep’12 to Till Date**

**(B ) Tata Communications Limited- April’11 to August”12**

**(C) Tata communications Internet services Limited- June, 2007 to March’11**

**(D) Canon India Pvt. Ltd - April, 2005 to May’2007.**

**(E) Ricoh India Ltd. - Dec, 2001 to March’2005.**

1. **Kores India Ltd. - Sept, 1999 to Nov, 2001.**

**Present & PAST ASSIGNMENT with TTSL,TCL & TCISL:**

**( C) Sept’12 to Till date**: “Partner Account Manager (LCM)” with Tata Teleservices Limited-SME, Location Delhi/NCR

(B ) April**’11 to August’12**: “Regional Business Development Manager-Enterprise Data” with Tata Communications Limited-(Location DNCR/Jaipur(Rest of North)

1. **June’ 2007 – March’10**: ‘Regional Sales Manager’ for Gurgaon(NCR) Region with Tata Communications Internet Services Limited

**Tata Teleservices Limited(Tata DocoMo) –PROFILE**

Tata Teleservices Limited spearheads the Tata Group’s presence in the telecom sector. The Tata

Group Includes Over 100 companies over 450,000 employees worldwide. Incorporated in 1996, Tata

Teleservices was the pioneer of the CDMA 1x technology platform in India. Over the last few years,

the company has launched significant services CDMA mobile operations in January 2005 under the

brand name Tata Indicom, market- defining wireless mobile broadband services under the brand

name Tata Photon in 2008 and 2G GSM Services Under the brand name Tata DOCOMO in 2009

Tata Teleservices Limited also has a significant presence in the 2G GSM space, through its joint

venture with NTT DOCOMO of Japan, and offers differentiated products and services.

Tata-Docomo Enterprise Business Unit (EBU) offers a suite of solutions to help every business and

Industry and Offers the most Comprehensive bouquet of telecom solutions for Every Industry.

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Focus Products

* Enterprise Data (ILL, MPLS Services, Video Services)
* Enterprise Voice ( PRI, SIP Trunk, Managed VOIP, International Private Leased Circuit- Contact Center
* Managed Services- Data Center Services, Co-Location, CDN(Content Delivery Network)
* IOT & Mobility Solutions(Location based Services, Mobility Applications)

**CURRENT JOB PROFILE AS “PARTNER ACCOUNT MANAGER” (LCM)**

**Role:-**

**•** To act as a bridge between the organization and the channel partner and client

• To nurture / develop a relationship between the channel partner and the organization

• To increase market share

Major Activities:

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• Training & Developing Channel Partners

• Driving Sales through Channel Partners

• Assisting the Channel Partners to recruit their Sales Executives.

• Motivating Channel Partners to sell Tata Communications Value Products.

• Achievement of assigned Sales & Revenue Targets

• Collection of O/S through Channel Partners.

Roles & Responsibilities :

 Responsible for Sales with Channel, owning complete responsibility on MRC and Revenue Achievement

 Responsible for Channel Engagement and Management of the partner

 Responsible for Market coverage & penetration

 Drive Unique Product Index for Partners set of customers

 Responsible for cross sell and up sell in the existing customer base with the allocated Partners

**** Responsible for growth in the base net revenue for the allocated set of partners

**●Achievement at Tata docomo AS Partner Account Manager**:-

\*qualified for Thailand Trip in 2013(Q3-OND)

\*qualified for Thailand Trip in 2014(Q4-JFM)

\* qualified for SRILANKA Trip in 2014(Q2-JAS)

●tATA Communications Limited- Profile

Tata Communications is a USD $3.2 billion (FY13) global communications and enterprise IT

service provider that owns and operates the world’s most advanced subsea cable network,

delivering first-class infrastructure, enterprise solutions and partnerships to carriers and

businesses worldwide. Some Fast facts how Tata Communications at the centre of driving global connectivity and collaboration:

#### #1 International Wholesale Voice Carrier

#### #1 submarine cable owner by length

#### Only global tier 1 ISP with a top five position in all continents (Renesys)

#### 20% of the world’s internet routes are directly connected to the Tata Communications network

Focus Products

* Managed Hosting Services
* All Enterprise Data products:- ILL,MPLS, International private Lease Circuit, CDN(Content delivery)
* Managed VOIP, IPLCC
* Apps & Services (Insta Compute, Insta Office-Google E-Mail Hosting Solution)

**●Job Profile As “Regional Business Development Manager-** Enterprise Data-Tata communications limited”

**Role:-**  
  
  
• To act as a bridge between the organization and the channel partner and client  
• To nurture / develop a relationship between the channel partner and the organization for mutual benefit  
• To increase market share  
  
Major Activities:  
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1. New Business Development of Enterprise Data Products (Like ILL,MPLS, NDE Etc)  
  
2. To Achieve the defined business plan of the region for the year  
  
3. To Design & Formulate Regional Sales Incentive Schemes for Cross sell and up sell in the existing customer base   
  
4. Tender preparations and tendering process of PSU/Govt undertakings  
  
5. Maintain excellent relations with Channel Partners  
  
7. Ensure weekly /monthly MIS is sent to Branch Head & Regional

• Achievement of assigned Sales & Revenue Targets through Other Sales Team

**Job Profile As Regional Sales Manager:**

* Responsible for achieving Gurgoan region revenue target for Enterprise Internet lease line, VOIP/INSTA CC,VAS business from New customer and Existing Customers.
* Ensuring profitability & revenue generation of the branch.
* Team Management- Ensuring target achievement and high productivity of team.
* To Manage branch ‘Sales, CRM & Support’ team & to work closely with the respective teams towards achieving sales & customer retention targets.
* Effective review of territory and account development, coaching and training of the team
* Tracking of competition, market and existing business is important
* Align on strategic, regional and local initiatives & goals.
* To Provide & review Report on accurate Sales forecasts and pipeline through Salesforce.com(SFDC)

* Increase revenue penetration in the acquired customers segment through Branch CRM Team.
* Participating in techno commercial negotiations with the customers & to ensure good customer relationship & satisfaction.
* Maintain & update data for proposal, Orders, Invoices & collections.
* Cross Functional Working- Job involves considerable cross functional working with Service delivery team, Network & Program Team for timely Installations/delivery, & Marketing for sales support and training.

**Previous Assignment :**

**April’ 2005 – May’2007** : Worked as a “**Senior Account Manager**” with Canon India Pvt. Limited. - Direct Corporate Sales Team In their BIS Division (Business Imaging Solution)

**Company’s Background : Profile**

Canon India Pvt. Ltd. is a 100% subsidiary of Canon Singapore Private Ltd; world leader in

Imaging Technologies. Set up in 1997, Canon India markets a comprehensive range of

Sophisticated contemporary digital imaging products that include photocopiers, multi- functional, peripherals, fax-machines, printer’s scanners, digital cameras and Multi media

Projectors. The company today has offices in 7 cities across India and employs over 500 people.

**Products :** State of Art Black & White, Color Digital Copiers, Popularly known as “Image Runner” series (Range Starting from 16 CPM to 105 CPM)

**Office Address :** Canon India Pvt. Ltd, 2nd Floor, Tower A & B,

Cyber Greens, DLF Phase-3, Gurgaon-122002

**Job Profile**

* Handled Local Major Accounts/User Accounts, Buying House & Embassies segment
* Maximize Market Potential and Achieve Box /Revenue Targets.
* Account Planning, Understanding of customer business & document processing needs. Relationship building with the decision makers.
* Account Penetration skills( Break through a/c where competition is well entrenched)
* To assess customer work & Documentation flows & Understanding of Institutions buying process.
* Meet & Exceed planned Calls, Box & revenue targets on a monthly, Quarterly & annual basis
* Managing Existing Customers & Penetrating into New Accounts/User Accounts, Consistently through planned suspecting & prospecting activity.
* Build Relationships through regular contact with customer, provide regular update with respect to New Products and Implement customer care programs for improving customer satisfaction.
* Assess and evaluate customer’s requirement /Potential and Provide Solution proposal in order to meet customer need.
* Retaining canon user accounts and generating new accounts.
* Handled entire Delhi region Embassy/High commission segment – Embassy of Japan, Embassy of German, Australia High Commission, Canada High Commission etc.

**Previous Assignment**:-

From December 2001 to March’2005: Worked with Ricoh India Ltd-Delhi Branch As a “**Senior Territory Manager**”

**Ricoh’s Profile :** Ricoh India Limited is a part of Fortune 500 Global

Japanese Corporation and A 100% Subsidiary of Ricoh Company Ltd. Tokyo, Japan. Ricoh

Company one of the major Player in digital Copiers Worldwide ( [www.ricoh.co.in](http://www.ricoh.co.in) )

**Products :** Digital Copiers (Range Starting from 15 CPM to 70 CPM) and Plain Paper Fax Machines.

**Office Address :** F-6,1st & 2nd Floor, Kailash Colony,

New Delhi -110048.

**Job Profile :**

1. Direct Sales of digital M.F.D & Copiers in a assigned geographical Patch & with Some nominated Government Account (Ministry of Power, Ministry of H.R.D, Ministry of Coal etc.

B) Achieving Monthly/Quarterly/Annual revenue & box targets

C) Handled Major accounts like:- SRF Limited, Whirlpool of India Limited,20:20 Media, British High Commission & Government Accounts etc

**Achievements at Ricoh India :**

b) Qualified for the Winners Club’ 2002(Thailand) .

**Past Experience :**

**From Sept. 1999 to Nov. 2001 :** Worked with **“Kores India Ltd**” as Territory

Manager (Business & Computer System Division)

**Kores Profile :** Kores deals in Quality Office Products for the

last 60 years and is pioneer and leader of Office Stationery Products and Banking Automation

Products in india. Kores is also National Distributor of M/s. Riso Kagaku Corporation -Japan

for their range of high quality ‘**Digital scanner cum printer’ - Risograph**.

**Corporate Office :** 22A, Mahants Building, Asaf Ali Road, New Delhi - 110002.

**Job Profile :**

1) Direct Sale of Risograph (Digital Duplicator)

2) Looked after the Educational Segment/Government segment in East & South Delhi.

**Language Known**  **:** English, Hindi, Punjabi & German.

**Extra Curricular Activities :**  Music, Sports (Cricket),

**PLACE: New DelHI ( Mahender Dhiman** )