**Danish Khan**

**Date of birth** 22th October

**Present Address** E-32/A, Johri Farms, New Delhi-110023, Delhi, India

**Contact** +91 9871534939

**E mail Address** [danish.munir.khan@gmail.com](mailto:danish.munir.khan@gmail.com)

**Seeking assignments in Sales & Marketing and Business Development**

##### PROFESSIONAL PROFILE

* Over 6 years of experience in Marketing & Sales in IT & Media.
* Specialize in IT Solution selling, Strategy selling and delivering innovative solutions.
* Record achievement of building revenue stream and attaining organizational strategic objectives.

**AREAS OF EXPERTISE**

**Sales**

* Sales Management
* Solution selling, Strategy base selling

**Marketing**

* Marketing strategy & planning
* Business Intelligence & Analytics
* Online marketing

**Product Management**

* Development & Marketing
* Supply chain & Operations

## CAREEER HIGHLIGHTS

**Oct 2013 – present at HT Media (Online media), New Delhi as Assistant Manager, Sales**

***Online portal: media solutions, branding solutions, Face Book content management, Database marketing, Recruitment solutions.***

* Develop and implement marketing, sales and business development plans for specific corporate account to achieve or exceed agreed levels of profitable sales
* Develop and generate new business through strategic-based selling and managing relationships with key accounts.
* Formulate business plan, ensuring detailed and strategic account plans available to support the business planning process.
* Prepare sales reports and forecasts of business trends to achieve or exceed revenue.
* Work closely with management team to ensure that sales activity, focus, solutions expertise is maximized in the specific sector or targeted accounts
* Initiate programs/initiatives to increase contacts and uncover customer’s need and maps to possible solutions
* Consult clients the business value of adopting a Shine service & solution
* Demonstrate best practice by experience sharing of customers’ success stories within the sales team
* Manage set of accounts and generate business to achieve targets.

**Jan 2011 – April 2012 at Tavant Technologies Inc. (IT Services & Solutions), Bangalore as Senior Associate/Executive Marketing**

***IT Services & Solutions: Warranty management solutions, Banking & Mortgage applications, eMedia solutions, Interactive entertainment software development & testing***

* Marketing technology services (ITO), pres-sales & business development
* Developing and implementing effective Marketing strategies and Plans for India and the U.S
* Consistent in demand generation/revenue contribution through integrated online/offline marketing campaigns
* Brand development, Positioning & Field Marketing
* Involved in competitive analysis, sales forecasting, marketing campaigns data analysis and environment scanning
* Market research and Business Intelligence for lead generation, customer mapping, sales pipeline, and identifying potential customers
* Digital/Online Marketing; Write & Develop proposals - RFI/RFP; Sales operations; Salesforce.com
* Organize and implement trade show plans, including securing opportunities for participation in panel discussions

**June ‘08 – Dec’10 at Cyber Media India Ltd, Bangalore as Assistant Manager Marketing**

***Media – Publication & Services: BioSpectrum (Business of Biosciences) & Technology Review (MIT, USA)***

* Multi-level Marketing, Field Marketing, Product Marketing, Business Development, Branding of Cyber Media’s integrated media platforms – BioSpectrum & Technology Review India (MIT, USA publication).
* Product management & development, Channel marketing, Channel development.
* Market research, competitor analysis, sales forecasting, training & development of sales personnel.
* Marketing strategies & media planning, Distribution & Operations, Implementing & monitoring marketing plans & programs.
* Training & Development of Sales team, Distributors, Vendors, Staff; Website development & content management for publication & website, advertising & design; development of marketing collaterals.
* Organized & managed national & International events/conferences/tradeshows – EmTech India, Bangalore IT Biz, Bangalore Bio, Bio Asia, Technology forum, CIO/CEO meets etc.

**Aug ‘07 – May’08 at Dr Lal Path Labs, New Delhi as Territory executive/Manager**

***Healthcare & Pharmaceuticals: Neonatal Screening, Allergic profile, IEM***

* Independently handled business, sales & promotion for Genetic research tests in Delhi/NCR.
* Designed & implemented strategies for channel sales, developed distribution channels, sales pipeline
* Promotional & Awareness campaigns, opening new avenues & revenue channels
* Key account management, post sales service, collections/invoicing, managing existing customers
* Association & Partnership of DLP Lab with major hospital & institutes in Delhi/NCR

## ACADEMIC CREDENTIALS

**Professional**

* PGP (MBA) from School of Inspired Leadership, SOIL
* Certification programs/course

**Educational**

* B.sc (Hons) from Amity Institute of Biotech, NOIDA, in 2005
* M.sc (Hons) from Amity University, NOIDA, in 2007

**Refer Annexure for Details of Academic Projects and Extracurricular Activities**

**Annexure**

**Academic Projects**

* **Title: Social Innovation Program: Tamana Schools, Delhi**
* Designed & developed marketing plan for products created by differently able children; created fund raising pipeline, training & development of sales, staff, students
* Helped develop & implement school management system, payroll & HR systems; counseling
* **Title: Action Learning Project: Tech Mahindra, CanvasM**
* Research & Analysis on Enterprise Mobility solutions implementation in companies
* Assisted CanvasM, to chart out strategies & growth plans to setup organizational innovation ecosystem.
* The project helped CanvasM in strategizing & implementing growth & investment plans.
* **Title: NGFN at Bio Base International GMBH**
* Data curation in Pub Med/NCBI scientific generals, publications
* Database management, proof reading, data mining
* Business development support
* **Title:** **Project with National Institute of Immunology & Amity Institute of Biotechnology**
* Various projects, case studies, presentations, research on management areas/subjects

**Extra Curricular activities**

* **President, Student Council, School of Inspired Leadership**
* Manage students’ affairs, frame policies, charter initiatives of student development, facilitate events, competitions and leadership series
* **Sales-head of Student career forward team at School of Inspired Leadership**
* **Cultural secretary & sports committee at Amity University**
* **Volunteer at Janagraha Bangalore** 
  + Assisted the NGO in design & development of iJanagraha, social media network & forum to discuss society, civil & surrounding issues. Facilitated association/tie-ups with corporate, institute