ANIL J. REBELLO

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## SUMMARY

**16+** years of experience in the field of Sales and Marketing, with exposure to product, account, team and channel management.

**PROFESSIONAL EXPERIENCE**

**Reliance Communications Ltd.**

Leading private integrated telecom conglomerate, providing end to end telecommunications solutions & services.

**DGM – Enterprise Data Business December 2008 – to date**

* Responsible for sales & revenue targets of Data business for the region
* Enhance market share of the company.
* Plan & implement strategies through the sales teams to increase acquisitions, market penetration and identification of New Market segments to achieve sales targets.
* Design and propose solutions to clients

**InVu IT Solutions (P) Ltd**

System Integration company with locations in the South and expansions projected in the North. InVu provides convergence, integrated network solutions and consultancy services in the Enterprise segment.

**Head – Sales & Marketing June 2006 – December 2008**

* Responsible for sales & revenue targets of the organization
* Responsible for customer satisfaction & revenue enhancement
* Lead the Sales Team to achieve business targets
* Design and propose solutions to the client
* Formulate and implement strategies to increase market share

**Bharti Airtel Ltd. Sales & Marketing May 2003 – May 2006**

Leading private integrated telecom conglomerate, providing a range of telecom services, which include Cellular, Basic, Internet, International and National Long Distance.

**Product Manager – (Internet)**

* Responsible for sales & revenue of Internet Products (Broadband/ Dial Up) for the region
* Plan & implement strategies through the zonal sales teams to increase acquisitions, market penetration and identification of New Market segments to achieve sales targets.
* Strategise & prepare media campaign & brand building activities
* Responsible for schemes, tariffs & processes.
* Formulate & Implement incentive programs
* Train & support sales and service Teams
* Business plans, analysis & reports
* Six sigma cash and growth projects relevant to the product

**Sales (Internet)**

* Lead the Direct Sales Team & Channel Partners to achieve business targets
* Ensure account management of corporates and segment focus
* Drive promotional campaigns in various segments

**Net 4 India Ltd.**

One of the leading ISP's (Internet Service Provider) in India providing End to End Solutions on Internet, Web, VPN & VOIP

**Business Manager April 2000 – April 2003**

* Responsible for the sales & revenue targets for the enterprise segment
* Lead the Enterprise Team (ESS) & Solution Partners (Channels) to achieve business targets
* Manage and Develop existing key accounts.
* Engage & equip the sales team with product knowledge
* Responsible for the tele marketing & support team towards service parameters
* Formulate and implement strategies to increase market share
* Market mapping and Competitor analysis

**Solutions Integrated Marketing Services Pvt. Ltd. (SIMS)**

Direct Marketing organization with a pan India presence

**OEM Relationship Manager – Microsoft OEM 1999 - 2000**

* Responsible for the market share of Microsoft OEM Products for the region
* Manage & develop the channel in the System Builder Partner Program to increase the breadth in the Market Share of OEM products.
* Manage & support a channel of Distributors & System Builders/Assemblers, System Integrators, Value Added Resellers, Software Resellers, PC Dealers, Component Traders etc
* Business Report and analysis of SOS Data (Sell Out Report)
* Responsible for product launches, market promotions & incentive programs
* Train & support channel team on OEM products

**Access Technologies Pvt. Ltd.**

Organization providing I.T. Services, Systems & Solutions to a broad range of companies.

**Executive Marketing 1998 - 1999**

* Business Development for services/ products provided by Access
* Manage and Develop existing business accounts.
* Presentations, proposals, through contract negotiations and execution
* Preparation and implementation of various marketing activities of the organization

**Trident International**

Manufacturers & Distributors of modular furniture for residences and commercial organizations.

**Engineer Sales 1995 - 1997**

**ACADEMIC QUALIFICATIONS**

**Bachelor's degree in Engineering - Industrial & Production 1995**

B. M. S. College Of Engineering, Bangalore

Presently pursuing Management studies under Distance Education at ICFAI - Hyderabad

Executive MBA - (ICODE in association with Transworld University, USA)

**ADDITIONAL QUALIFICATIONS**

Diploma in Computer Programming & Applications

Tata Unisys Infotech - Bangalore

AutoCAD

Aptech Computer Education - Bangalore

**ACHIEVEMENTS:**

* Brought recognition to the region in Leased Line Sales and collocation
* Obtained the First Order for Leased Line/ ISDN & Collocation Services for Net4India in the country
* Breakthrough in Major Accounts and repeat orders from companies like ITC FILTRONA, MMT, BOVIS LEND LEASE, IOC etc
* Established and maintained the entire Channel Network for Dial up Products and Networking Solutions. The Net4India, Dealer Channel was rated among the best By ZD net Survey amongst leading service providers.
* Established OEM tie ups for Net4India products with companies like PCS, TATA MOTORS etc
* Tie-ups with major brands such as standard chartered bank, Citibank, Intel etc
* Instrumental in participation at Major events and received awards for the same – **Won the best award for display and presentation at Bangalore IT.COM in the telecom segment.**
* Instrumental in advertisement campaigns rolled out for various products