

# ABHISHEK GOYAL

E-Mail: abhishekgoval18@gmail.com  
Mobile No.: +91-7710991661

An ambitious professional with leadership proficiency & extensive experience in team building, client acquisition & key account management bundled with relationship management.

## CORE COMPETENCIES

- Strategic Sales & Marketing**
- New Business Development**
- Strategy Planning & Execution**
- Key Account Management**
- Client Relationship Management**
- Team Building & Leadership**

## PROFILE SUMMARY

- A goal-oriented professional offering **18+ years of experience** in **Business Development** and **CRM**
- Keen strategist & implementer with experience in accomplishing business growth on a consistent basis
- Spearheaded growth & planning the roadmaps strategically in the employee benefit & enterprise payments space
- Expertise in account management and boosting of various sales efforts including team development through consensus building, promotion of teamwork spirit
- An effective communicator with strong relationship management skills with the capability to relate to people at any level of business and management.
- Proven track record of meeting the assigned targets, streamlining workflow and creating a teamwork environment

## ORGANIZATIONAL EXPERIENCE

### Zaggle Prepaid Ocean Services Ltd - Regional Head (June 2022- Till Date)

#### Key Result Areas:

- Spearheaded **client acquisition** by promoting **Tax Benefit and Rewards Programs** including digital meal vouchers, multi-benefit solutions, and corporate gifting to corporate clients
- Led and managed a **team of Senior Sales Managers and Sales Managers**, driving performance across onboarding, client adoption, retention, and revenue growth within SME and key enterprise accounts
- Collaborated cross-functionally with **Product, Operations, and Marketing teams** to customize solutions and create impactful marketing collaterals tailored to client needs.
- Proactively **generated and nurtured leads**, converting them into long-term partnerships while continuously identifying opportunities for upselling and cross-selling.
- Provided strategic support in high-value **corporate deals and proposal development**, helping close complex sales and maintain enterprise relationships

### Paz Care Insure Tech - Founding Team - Regional Head (Oct 2021- May 2022)

#### Key Result Areas:

- Develop relations with New Customers and pitch PazCare platform & employee insurance for West, North & East region.
- Running marketing campaigns to generate qualified leads
- Strategize on Key Account Acquisition and build long term relationships with key stake holders
- Working with Sales Director on hiring team for West Region
- Training and mentoring of new joiners on end-to-end product knowledge
- Build alliance with 3rd party vendors to work as resellers for PazCare products
- Selecting and participating in events and conferences to reach the approach the key decision makers
- Level of client interaction- CFO, Finance Controller, Finance Manager, Co-Founders, HR Head, HR Manager, Purchase Head, etc
- Providing support in managing escalation from clients to resolve their concerns and addressing queries (customer advocacy) from other departments for a smooth ride for customer's diverse issues

## **Arshiya Limited – General Manager (June 2021- Sep 2021)**

### **Key Result Areas:**

- Steered the business development at Pan India Level. Developed relations with new Customers and pitch Warehousing solutions to corporates.
- Facilitated the cross-department coordination to effectively communicate the new product offerings
- Steered the relationship management with existing clients & prospects
- Addressed the customer concerns effectively as per the SLA
- Conducted the competitive analysis of the market, monitored the competitor activities and assisted in planning counter strategies

## **Sodexo - Assistant General Manager, Mumbai (Oct 2020 – May 2021)**

## **Zeta - Corporate Sales Manager – West, (Fintech arm of Directi) (Nov 2015 – Oct 2020)**

### **Key Result Areas:**

- Acquiring new clients by selling range of digital products to suit to their payment requirements for West region includes selling Tax benefit program & Rewards program to corporate clients (Digital meal vouchers, Multi benefits, Corporate gifting solutions)
- Handling a team of Key Account Specialists/Managers to drive onboarding, adoption, retention and growth in both large and mid-market companies.
- Responsible for handling, monitoring the team performance & framing the sales budgets and further allocation of targets to respective Teams
- Cross Functional Relationship Management: Ensuring key relations maintained across with departments like HR, Marketing, and Compensation & Benefit etc.
- Coordinating with product, engineering & Marketing team for product customization & collaterals.
- Ensuring delivery scheduled from the internal stakeholders i.e. product, customer success, sales & on boarding
- Responsible for getting OG (Organic Growth from existing Client base). Also supporting team members for large corporates deals & Proposals.
- Have been on top of the requirements raised by the clients and delivered them within TAT.

### **Significant Accomplishments:**

- Awarded Star of Zeta in December 2019
- Excellence Award for Outstanding Contribution to Zeta at the first ever National Sales Meet.
- Closed the first large account for Zeta for Meal Benefit.
- Promoted to Managerial position owing to exceptional performance in Zeta

## **FedEx - Territory Sales Manager, Mumbai (May 2009 – Nov 2015)**

### **Key Result Areas:**

- Spearheaded the new business development & account management.
- Steered the relationship management with existing clients & prospects
- Product Portfolio Include Domestic Express services (Air & Surface).
- Responsible for General Management of all the locations covered, ensuring operations efficiency, achieving receivables targets, Branding parameters, as per company guidelines.
- Generate client list for revival of loss and arriving at expected revenues.
- Enhance prospect base through prospecting based on information that is obtained through industry /trade association/directories/market information.
- Cross Functional Relationship Management: Ensuring key relations maintained across all departments like credit, operations and customer services.

### **Significant Accomplishments:**

- Awarded with FedEx Express Bravo Zulu award in recognition of positive attitude towards challenging task, making 15 new opportunities every quarter, making 20 productive calls in a day & worked hard reviving business & achieving overall 160% achievement
- Achieved FedEx Premier Club Award in recognition of outstanding performance in FY14
- Appreciated for exceptional performance in revenue generation and new client's signups for FedEx

### **Prompt Personnel Consultancy Services - Group Account Manager, Mumbai (Aug 2007 – April 2009)**

#### **Key Result Areas: Sales Manager**

- Product Portfolio includes services like Temp Staffing, Payroll Management, Permanent Hiring.
- Fore fronting Sales & Marketing Calls, developing potential client, surveying the market, submitting proposals to clients & related services and closing the deal by collecting L.O.I & completing Legal Procedures.
- Associated with regular client interactions, follow ups and relationship building with the clients.
- Set up fully operational offices in Pune, Hyderabad and Chennai.
- **Promoted to Group Account Manager** owing to exceptional performance

#### **Key Result Areas: Group Account Manager**

- Spearheading the Marketing operations with a team of pay roll executive, recruiters and field executive.
- Allocating targets and continuous review of the same among with the team through daily, weekly and monthly tracking.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
- Successfully managing Business Development, operations Management, and Relationship Management as well as providing consultancy Services.
- Instrumental in identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.
- Responsibility for meeting revenues and business targets set by the management.

### **Significant Accomplishments:**

- Awarded best performer award for the year for achieving over 100% over all parameters of Goal sheet for the year 2007-08 including team goal sheets
- Awarded best Employee award for the year 2007-08 in Prompt Personnel consultancy.
- Awarded cash prize as appreciation award for the best operations management.

### **Adecco Staffing Solutions- Key Account Manager, Mumbai (March 2007 – July 2007)**

#### **Key Result Areas:**

- Product Portfolio includes services like Temp Staffing, Payroll Management, Permanent Hiring
- Responsible for overall Business development of the Mumbai region.
- Responsible for getting the Recruitment done from the recruitment team.
- Fore fronting Sales & Marketing Calls, developing potential client, submitting proposals to clients & related services and closing the deal by collecting L.O.I & completing Legal Procedures.
- Regular client interactions, follow ups and relationship building with the clients.
- Responsible for meeting monthly Sales and business revenue targets

### **ACADEMIC DETAILS**

- Post Graduate Program in Business Management (Marketing & Finance), International School of Business and Media, Pune, (2007)
- Bachelor of commerce (B. com) from Punjab University (2004)

### **PERSONAL DETAILS**

**Date of Birth:** 18<sup>th</sup> October 1982  
**Languages Known:** English, Hindi and Panjabi  
**Location:** Mumbai