

# DEEPAK ASHOK DEY

---

## PERSONAL DETAILS

E-202, Shreeji Enclave, Opp Vishal Tower, Ramdevnagar – Prahaladnagar Road, Satellite., 380015  
Ahmedabad  
dey.deepak@gmail.com, 07096072222  
Date of birth: December 4, 1975  
Place of birth: Ahmedabad  
Gender: Male  
Nationality: Indian

## PROFILE

A result-oriented professional with more than 25 years of experience in Mfi, Mortgage, Insurance, Banking, Fmcg, Paging and having expertise in Financial Analysis, Team building and Leadership.

## EDUCATION

<b>Diploma in International Trade</b> Bhavans College, Ahmedabad	1998
<b>Distance Learning Mba from Symbiosis</b> Symbiosis, Pune	2011
<b>Bachelor of commerce</b> Gujarat University, Ahmedabad	1996

## EMPLOYMENT

<b>Associate Director</b> Samhita –CGF, Ahmedabad	Nov 2023 – Present
<ul style="list-style-type: none"><li>• To drive robust financial inclusion service offer</li><li>• Sphere head – Operations / Sales &amp; Collections of Returnable Grants.</li><li>• Handling Microfinance lending business.</li><li>• Collaborate and work closely with company directors to coordinate and manage daily operations.</li></ul>	
<b>Zonal Head – Sales and collections – Microfinance</b> Light Finance Pvt. Ltd., Ahmedabad	Jul 2022 – Oct 2023
<ul style="list-style-type: none"><li>• Managed Gujarat zone with portfolio of 800 cr.</li><li>• Managed 44 branches across Gujarat state.</li><li>• Having multistate exposure – managed Haryana, Madhya Pradesh and Rajasthan as well.</li><li>• Team size more than 650 plus on-roll employees. (State heads, Sr.Regional Managers, Regional Managers, Sr.Branch Managers, Branch Managers &amp; Field Staffs.</li><li>• Managed collections from bkt x-90.</li><li>• Liaison between credit, ops and high bucket collections departments.</li></ul>	

**Regional Head**

Apr 2016 – May 2022

Jana Small Finance Bank, Ahmedabad – Rajkot

- Manage productivity by fixing productivity parameters for AH's/ ACM's/Crec's/Crem's, monitoring performance against set parameters and weekly review with the AH and Acm and monthly review with the sales teams.
- Achieving & exceeding Business goals.
- Creating a strong & compliant sales culture across the channel to drive acquisitions, profitability and employee development.
- Identifying the need of sales training, analyzing changing market trends, channel development etc. Also giving feedback & suggestions to the senior management
- Ensure implementation of promotional plans & contests and suggesting new and innovating promotion plan for the area of work.
- Retaining high performers and hand hold the poor performers so that they can come up the curve.
- Ensuring highest levels of employee relationship, motivation & engagement to drive results & high levels of employee satisfaction.
- Ensuring that Goals, PMP discussions, Development Plan discussions, ongoing coaching and feedback, skip level meetings are done on time and in an effective manner.
- Effectively engage Operations & Risk teams to understand and contribute to overall processes & profitability across locations.
- Managing Collections of the acquired portfolio.

**Branch Head**

May 2015 – Apr 2016

Hdb Financial Services Ltd., Ahmedabad

- Managing team of 45 plus. Including Sales, Collections, Credit, Ops and Collections.
- Driving Mortgages, Unsecured Loans, Gold loans, Auto loans through Direct sales team.
- Achieving and exceeding business goals and branch profitability.

**Office Head – Partner**

Apr 2013 – May 2015

Max Life Insurance, Gandhinagar

- Driving sales through sales team.
- Driving agency channel with a team of 350 plus agents.
- Leading a team of 14 agency development managers.
- Managing business, admin, operation and sales.
- Responsible for P&I of the branch.

**Regional Sales Manager**

Jun 2010 – Nov 2012

Indusind Bank, Across Gujarat

- Responsible for driving CASA, Salary accounts, Insurance and cross sell.
- Looking after 22 branches across Gujarat.
- Total team size of 150 approx.
- Achieving and exceeding business and cross sell goals for the entire region.

**Branch Head**

Sep 2005 – Jun 2010

Icici Bank, Ahmedabad – Baroda – Mehsana – Kadi

- Joined as Solution Manager in 2005.
- Got promoted as Area Head in 2007.
- Got promoted as Branch Head in 2009.
- Ensure smooth functioning of the branch and follow banking norms
- Responsible for monitoring business, compliance and operations
- Responsible for taking decisions that are cost effective and generate revenue
- Monitor the branch sales targets and strategize to acquire new accounts and expand existing accounts by offering various financial products and services to the customer.

**Customer Executive – Sales Executive**

Nov 2000 – Aug 2005

Pepsico India Holdings Pvt. Ltd., Rest of Gujarat

- Selling products to customers
- Meeting with potential customers
- Preparing presentations for meetings
- Negotiating prices and terms
- Keeping records
- Assist in developing new products and services
- Provide technical assistance to other staff members
- Support other departments
- Take part in promotional activities
- Attend conferences and seminars
- Maintain good relations with customers
- Ascertain that the company has sufficient financial resources
- Keep accounts and prepare monthly statements
- Meet sales targets.

**Sales executive**

Jul 2000 – Nov 2000

Blue Dart Express Limited, Ahmedabad

**Paging Center Head**

Apr 1996 – Jun 2000

Rpg Paging Limited, Ahmedabad

- Supervising a team of 8 call center personal.
- Handing Pager distributors
- Responsible for direct and indirect sales as well as call center.

LANGUAGES

English



Hindi



Gujarati



Bangla

