



Ashutosh Bhatt

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SENIOR MANAGEMENT PROFESSIONAL

- Strategy Planning ▪ Sales & Marketing ▪ Business Development ▪
- Preferably in Finance, Insurance, Banking & FMCG

BUSINESS SKILLS

Strategy Planning

Sales & Marketing

Business Development

Distribution

Key Account Management

Channel Management

Inventory Control

Relationship Management

- ☐ An accomplished visionary leader with extensive experience of nearly 16 years in directing profit centre operations and sales & marketing.
- ☐ Current assignment is with Star Union Life Insurance Co. Ltd., Ahmedabad as Area Agency Head - (Senior Manager).
- ☐ A strategist cum implementer with recognized proficiency in spearheading operations/ business with an aim to accomplish desired plans and targeted goals successfully.
- ☐ Demonstrated prowess in heading diversifications, thus increasing business progressively by undertaking organisational restructuring, maximizing business profits and generating significant cost savings.
- ☐ Holds the distinction of leading and managing the sales and marketing operations successfully.
- ☐ Demonstrative excellence in conceptualizing and implementing various business strategies.
- ☐ Expertise in handling all sales & marketing/ business development activities, analysing market trends & establishing healthy & prolonged business relations with clients, thereby ensuring higher market share.
- ☐ Proficient in leading dedicated teams for running successful business operations and experience of developing procedures and service standards for business excellence.
- ☐ An effective communicator with excellent relationship building & interpersonal skills.

AREAS OF EXCELLENCE

- ☐ **Strategic Business Planning:** Establishing corporate strategies for achievement of top line & bottom-line targets. Handling business planning, operations & analysis for assessment of revenue potential in business.
- ☐ **Sales & Marketing:** Managing sales and marketing operations, ensuring accomplishment of set business targets, meeting the ever-increasing competition from organized and unorganized structures.
- ☐ **Business Development:** Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by organising campaign and developing grass root sales network.

- ❑ Channel Management: Identifying & developing channel partners for achieving business volumes consistently and profitably. Evolving strategies & activities to achieve desired business objectives.
- ❑ Relationship Management: Mapping client's requirements & providing best products to suit their requirements backed up by prompt pre and after sales service; generating business from existing accounts and achieving profitability and sales growth.
- ❑ Distribution Management: Liaising with the distributors / franchisees in order to achieve the set target; identifying and developing reliable dealers / distributors for increasing market visibility.
- ❑ Team Management: Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational sales related issues.

CAREER RECITAL

Currently since Dec '12 with Star Union Dai-ichi Life Insurance Co Ltd., Ahmedabad as Area Agency Head (Sr. Manager)

- ❑ Responsible to setup a distribution and sales for the New Agency channel in Gujarat to begin with Ahmedabad.

Feb'10 - Dec' 12 spent time on learning and development in Financial to enhance knowledge

- ❑ Have studied courses and appeared various online exam from NCFM on Equity and Future derivatives in 2010
- ❑ Have studied and attended advanced workshop on the Technical and Chart Analysis on various markets under Mr.Anant Acharya at Hong Kong in 2011

Feb'05 – Feb'10 with Tata AIG Life Insurance Co. Ltd., Ahmedabad as Cluster Head (Sr. Manager)

Growth Path:

Feb'05 - Oct'06	Manager - Business Associates, Ahmedabad (Joined as)
Oct'06 - Apr'07	Manager in - Charge
Apr'07- Oct'07	Location Head
Oct'07 - Feb'10	Cluster Head (Senior Manager)

Key Deliverables:

- ❑ Responsible for agency sales and distribution for North Gujarat with one flagship branch in Ahmedabad and the other are Kalol, Mehsana, Unjha and Palanpur Branches.
- ❑ Handling sales through team consisting of 5 Branches, 4 Location Heads / BAM (IC), 10 BA Managers with total distribution network of 110 BAs and more than 1200 Advisors.
- ❑ Overseeing an annual volume budget of 13.5crores of new business with 1700 licensing
- ❑ Planning, implementing, executing, monitoring, reviewing mid course correction at every levels.
- ❑ Implementing various initiatives (i.e. distribution expansion, sales promotion, product specific, etc.)

Significant Highlights:

- ❑ Efficiently worked with the existing team and seeded for the new branches in Ahmedabad.
- ❑ Significantly produced 1st MDRT in TALIC Gujarat agency and closed the year with 1 more in 2007.
- ❑ Qualified for Kula Lumpur convention as a National Top Manager in 2007.
- ❑ Awarded as a National Top Manager in 2007
- ❑ Appreciated by the management for many local activities and initiatives.
- ❑ "BA School" concept was adopted to implement as a "Best Practice".
- ❑ Accredited for taking Ahmedabad branch to a newer heights being All India No. 1 for 3 times and now it is consistent in the league table of top 10 branches.
- ❑ Qualified for South Africa convention as a National Top Location Head in 2008 and Synergy Plus – Accident & Health Conference at Goa in Nov 2007.
- ❑ Awarded as a National Top Location Head in 2008
- ❑ Nominated for the Core Talent Development Program which is a pool of just 5% of the co employee.
- ❑ Qualified for a contest certificate 'APEX KA RAJA' by RM on a new product launch in Sep 2009.
- ❑ Pivotal in producing maximum number of Int. convention qualifiers and MDRTs from the region every year.

Feb'03 – Feb'05 with ING VYSYA Life Insurance Co. Ltd., Ahmedabad as Sales Manager

Key Deliverables:

- ❑ Responsible for recruiting and generating new business from the set of advisors as a Sales Manager in Tied Agency.
- ❑ Meeting month on month targets on both recruitment and business ensuring quality of the business.

Significant Highlights:

- ❑ Recognized on recruitment activity for 3 times.
- ❑ Qualified 4 of the team advisors for Advisor Development Program Club – High Productive Pool.
- ❑ Accredited for doing Rs. 8 lacs of business with one advisor. Coverage published in the co's "The Pride"(News Letter for internal circulation).
- ❑ Qualified for SM's contest and got an opportunity to have dinner with the Agency Head at Bangalore.

Nov'98 - Feb'03 with Luxor Writing Instruments Pvt. Ltd. – Gillette Group Co. as Assistant Manager – Institutional Sales, Gujarat

Key Deliverables:

- ❑ Expanding distribution for intestinal sales network for Parker Pens through appointing Gift Houses in Ahmedabad, Baroda, Rajkot, Bharuch and Surat.
- ❑ Managing key accounts like Torrent, Alembic, Rasna, Adani and many more.

Significant Highlights:

- ❑ Organized many co branding campaigns in associations with many companies for their product promotions.
- ❑ Holds the credit of getting the single largest order of Rs. 5 lakhs Parker Pens from Adani for their edible oil launch.

COMMENCED CAREER

Aug'94 – Nov'98 with Mobin Marketing Pvt. Ltd. – DSA of Citibank Credit Cards, Ahmedabad as Team Manager

- ❑ Direct sales of credit cards to individuals as well as institutions
- ❑ Monitoring daily calls of the team and support them to meet their targets
- ❑ Designing and driving slab based contests for the team in coordination with the principal - Citibank

SCHOLASTICS

- ❑ Graduation in English Literature - Arts from North Gujarat University in 1993.
- ❑ Diploma in Computer Programming & Applications from a Private Institute.

TRAININGS UNDERGONE

- ❑ Workshop on the Technical and Chart Analysis on various markets at Hong Kong in 2011
- ❑ The Seven Habits of Highly Effective People Training Program by Franklin Covey in 2007.
- ❑ Certified Leadership Excellence in Action Program in 2008.
- ❑ Certified Leadership Workshop by Franklin Covey in 2009.
- ❑ Certified Business Leadership Training Program at IIMA in 2009.

PERSONAL VITAE

Date of Birth	:	3 rd March 1973
Languages Known	:	English, Hindi & Gujarati
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