



Arghya Sanyal

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Positions in **Sales & Marketing / Business Development** with a leading firm

An Overview

- ⇒ Offering **over 21+years** of experience in Planning, Sales & Marketing, Business Development and Channel Management in the IT and Office Automation industry.
- ⇒ **Currently serving Infraware INC (Polaris office) as a Director- India& South Asia.**
- ⇒ Proven abilities in devising strategies to augment business, streamline distribution networks for business excellence and accomplishment of revenues.
- ⇒ Expertise in achieving revenue and business growth objectives in highly competitive environments.
- ⇒ Highly successful in building relations with upper level decision makers.
- ⇒ Excellent interpersonal, communication and organizational skills with proven abilities leading motivated teams towards achieving organisational goals.

Areas of Expertise

- Strategizing business directions to ensure profitability in line with organizational objectives.
- Driving sales strategies for attainment of periodical top line and bottom line targets to optimize revenue from primary & secondary markets.
- Evaluating sales programs & recommending sales promotions to maximihse brand potential.
- Building relationship with decision makers and key buyers in pre-sales negotiation stages.
- Identifying and networking with financially strong & reliable persons and channel partners, resulting in deeper market penetration & reach.
- Mentoring, motivating and guiding team members ensuring sales - business generation and achieving budgeted figures & activity ratio on monthly basis.
- Training subordinates and briefing them about products, objectives and other aspects of sales.

Strategy Planning

Sales & Marketing

Business Development

Key Account Management

Channel Management

Team Management

Training

Edification

1994 B.Com. from Kolkata University

2011 International MBA in sales & Marketing from United Business Institute – Belgium Europe.

Career Sketch

Since July 2016 - till date – working in Polaris office as “Director Sales” for India and South Asia.

Job Profile –

- Develop Business through multiple SI Partners.
- Doing strategy for Business.
- Handling direct end customer and Government.
- Handling team of 70 people.
- Revenue generate approx. USD \$ 15 Million.

Since June 2012- May 2016 - working in BitDefender as “Channel Director” For SAARC and South Asian Countries.

Job Profile:-

- Experience in handling Channels, SMB Partners, Enterprise and Government account.
- Create strategy for each and every country.
- Convince the partner to promote our product, in their respective channels, In their respective Country.
- Mainly work through Distribution channels.
- Create single Distributor for every country, give them yearly target, and help them in Marketing and leads which is help them to achieve the target.
- India is the main market to get the maximum revenue out of those 12 Countries. Here Competition is really tough and Bitdefender is not hold very good position in this market due to product reputation created by the old Distributor who are selling this product in India before my joining.

After my Joining I have to remove the old Distributor, make a new exclusive Country partner who is having 16 offices all over the India. And giving him maximum support to liquidate the products through Channels. And now Bitdefender India is nowhere to somewhere.

- Since my Joining in Bitdefender Growth rate is more than 100%

Since June 2009 – May 2012 with M.S.Computech Pvt. Ltd., Kolkata as General Manager- Sales & Marketing

Promoting Antivirus t and data recovery products as well as laptops .Handling India And International Market.

- E Promoting the disaster management software in India and others Country, mainly through channels.
- F Promoting Antivirus:-
 - Norman Antivirus :- As we are the National distributor for this product, we sale this Product all over India through Channels.
 - G-DATA Antivirus/ Escan Antivirus: - As per requirement.

- Net Protector Antivirus: - we are distributor for eastern part of India. Distribute this Product through channels.
- Trend Micro : - Distributor for eastern part of India for their retail product. Distribute the product through channels.

G Handling key clients in Corporate and government.

H Ability to handling a Team.

Nov 2003-May 2009 with Micro World Software Services Pvt. Ltd., Kolkata as Regional sales Manager

Promoting anti-virus and content security product: E-Scan in the assigned region of Orissa, Bihar, Jharkhand, North East and West Bengal with a team of 17 members to enterprise, channel and government.

ATTAINMENTS

- Increased revenues more than 60 % every Year.
- Promoted the software with DELL/HCL/WIPRO in eastern part.
- Handled key clients such as Birla Group/Bajaj Electrical/Power Grid Corporation and many more.
- Awarded Certificates for 'Weekly Highest Sales'; Quarter Highest Sales for JFM 2006 and subsequent; Awarded with certificate and memento from MD.

Jan 2001 – Oct 2003 with Sysmech Technologies Ltd., Mumbai as Branch Manager

Administering branch operations with a team of 10 members for promotion of ATM Machine, Coin Counting Machine, Note Counting Machine, Vending Machine, Kiosks, etc.

ATTAINMENTS

- Profitably managed clients such as RBI, Dena Bank, Allahabad Bank and all major banks in India as well as other major corporate.
- Increase client base from 118 to 400 with 85% increase in revenues.
- Accomplished the highest number of ATM machine sale to HDFC Bank
- Handled key clients such as RBI/Allahabad Bank/SBI/HDFC, etc.

Jun 1998- Dec 2000 with Wizzotech (sister concern of Rasna), Ahmedabad as Manager Operation

Managing 4 members for promoting company products and services.

ATTAINMENTS

- Developed a client base of over 128 within 2 years.
- Augments client base from 52 to 128 clients within next two year with 200% increase in revenues.
- Took biggest order only in website development from Adani Group Rs. 73L.
- Managed clients such as Adani Group/ Vertex tiles/ Success Hydroparts. Arvind Mills, etc.

Commenced career with Sagar Group of Industries, Ahmedabad as Marketing Executive from May 1996- May1998

Personal Snippets

Date of Birth: 1st Jan 1973
 Languages known: English, Hindi, Bengali, Gujarati, Punjabi and Oriya
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