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DOB: 27 December, 1981

# DEEPAK KUMAR VIVEKI



## NOTABLE ACCOLADES

- Achieved highest incentives (In six numbers) in HDFC in 2021.
- Achieved twice more than 100% target in Max Life.
- Certified Oil Field Chemicals –Sales Personnel, from NALCO-Pune in 2014.
- Certified 'Counsellor Sales Personnel', from Wilson University, U.S. – Course Conducted at Nalco Learning Centre, Pune in 2014.
- Certificate of 'Completion of Successful Training in the Sphere of Flow Assurance Operations' from ONGC Ahmedabad..

## WORK EXPOSURE



## CORE COMPETENCIES



## SKILLS & STRENGTHS



## CAREER SUMMARY

Accomplished **Sales Professional**, motivated, result driven and exceeds expectation in all areas. Result oriented professional with over 15+ years in **Leadership, Key Account Management, Corporate Sales, Direct Sales, Global Marketing, Clients Management, Corporate Employee Insurance Programme, HNI and Training with Insurance, Real Estate, Construction, and Industrial Supplies.**

Grown from **Marketing Manager to Zonal level Sales Head**, worked with big brands like **Ekincare, HDFC, Max Life, Global Park, Manav Infra, and Nalco** with excellent growth. Currently working with Ekin Care as Manager, building productive relationships to drive business success, established and reinforced customer/client service, created and executed operations strategies while fulfilling organizational objectives.

## AREA OF EXPERTISE

- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
- Leading, training, and monitoring the performance of team members to ensure efficiency in sales operation and meeting of individual and group targets.
- Building and maintaining healthy business relation with major clients; mapping their requirements and providing them best solutions.
- Developing & implementing sales strategies to create awareness about various Insurance products and investment products in the market.
- Tracking competitor activities & providing valuable inputs & new features addition for fine tuning of sales and the marketing strategies.
- Establishing strategies for achievement of top-line & bottom - line targets along with handling business planning & analysis for assessment of revenue potential in business.
- Conducting weekly review of performance report to ensure executives on track to achieve their goal sheets/meet expectations.
- Analyzing marketing trends and tracking competitors activities and providing valuable inputs for products enhancement and fine-tuning sales and marketing strategies.

## EDUCATION

**2012** MBA (Marketing), L.J Institute of Management Studies, Gujarat Technological University.

**2003** BE (Information & Technology), JSS Academy of Technical education, Noida.

**1999** Intermediate (Science), Gujarat Secondary Education Board.

## TECHNICAL KNOWLEDGE

- Good knowledge of user application systems (MS Office, Word, Excel & Powerpoint).
- Expert Knowledge of internal processes, systems, and controls.

**Aditya Birla Sunlife Insurance Co. Ltd.**

**Apr 2022 - Present**

**Sr. Business Development Manager**      **Territory: Mumbai Region**

**Channel : Group Business**

**Department : Group Funding ( Employee Benefits)**

**Key Result Areas:**

- Strategizing Of Sales funnel in an effective way enabling to Meet the annual operating plan for the assigned territory (measured in terms of premium and profitability and business retention).
- Deep mining existing Corporate relationships and identifying new business opportunities in the target segment for Cross Sales Execution.
- Manage & Drive revenue through new and existing partnerships across (Mumbai Region) for Retiral Funds.
- Providing investment solutions for overcoming the statutory benefit as Gratuity Liabilities of an organization, by Sharing Fund Growth options.
- Setting up individual retiral benefits for employees of a given corporate with investments in NPS enabling to reduce the liability of a corporate.
- Helping to over-come unforeseen expenses of future liabilities occurring in an organization with protection products like FSGL (Future Service Gratuity Liability).
- Proactively prospecting new client opportunities and Securing appointments and meetings with prospective decision makers.
- Quoting new Group Benefit and Retirement opportunities.
- Coordinating with internal stakeholder and partner team for issuance and other service-related coordination.
- Coordinate sales activities including providing technical support and guidance to channel partners

**HDFC Life Insurance Co. Ltd.**

**Aug 2019 - Nov 2021**

**Key Accounts Manager (Retirement & Pension Division) Territory: Gujarat**

**Channel: Corporate & Direct Channel**

**Position: State Head / Zonal Level (\*Reporting to VP)**

**Key Result Areas: (Apr 2020 to Present)**

- Handled Gujarat region for Insurance Sales in Protection & Wealth Management and investment (Corporate and Direct Sales) with team of FLS, BDMs.
- Drive NPS, Annuity plan (Retirement and Pension benefits) with goal sheet of Retail Term Life Insurance with the premium value of 1 Cr. and Retail Investment Plans (NPS & Endowment) 2.5 Cr. respectively.
- Handle go-to corporates like Arvind, Alembic Pharma, GSPC, for CEIP, Individual Insurance plans and group insurance sales programme.
- Develop business partnerships with customer based on long-term business development. Relationship management with new and existing clients as well as with multiple intermediaries. Participation in Tenders in across Gujarat for new partnerships.
- Provide support to partners by implementing improved process & updating the sales team with new guidelines & process.
- Resolve Operational Issues and queries related to operational System & Online.
- Experience of negotiating at all levels to secure regional and national level deals or portfolio of products.
- Drive agreement and negotiate contracts with key accounts working with internal colleagues and managing the processes to produce contracts to secure business.

**Key Accounts Manager (Protection - Group Insurance) Territory: Gujarat & Madhya Pradesh**

**Channel: Direct & Broker Channel**

**Key Result Areas: (Aug 2019 to Apr 2020)**

- Responsible for Handling Gujarat & Madhya Pradesh States with direct corporate sales & broker relationships and driving group Insurance business (Corporates) with them.
- Handled renewals, and existing client relationship for entire group term insurance, EDLI, FSGL and group health shield products.
- Handled 70+ Clients and book size of 3.5 cr. (including new business and renewals) with mix and match products.
- Interact with group operations, actuarial, legal, finance, investments, and other related departments to seamlessly achieve business objectives.
- Resolve key account queries in a decisive and timely manner as escalated by the internal stakeholders, Ensuring compliance and implementation of company policies.
- Govt. PSU's, Co-Op Societies, Pvt. Ltd., Ltd. Companies for their existing employee benefits in this organization.
- Handled entire Gujarat region and territory with major cities for business (Ahmedabad, Mehsana, Anand, Surat, Vadodara, Ankleshwar, Bharuch, Dahej and Mundra). Working closely with the Group Underwriting / Actuaries team for pricing.
- Interact with Group Operations and Group Claims team for post placement / sales services to the client.

## WORK EXPERIENCE

### ***Max Life Insurance Co. Ltd.***

Sep 2017 - Jul 2019

**Manager (Corporate Sales) - Group Insurance**

**Position: Regional Level (\*Reporting to Zonal Head-West) Territory: Gujarat**

**Channel: Direct & Broker Channel**

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

- Responsible for handling Gujarat cluster with client size of 35+ Brokers (handled book size of 1.25 Cr.).
- Drive Insurance business of GTL (Group Term Life)| EDLI (Employee Deposit Linked Insurance Scheme| FSGI (Future Service Gratuity Liability) & Funds.
- Ensure completion of training, examination and specified person licensing in coordination with the regional sales team & training institutes.
- Track Industry business trends, regulatory changes and challenges & doing business analysis and planning.
- Build a competitive Value Proposition, strategize to have formidable & banner clients.
- Anticipating and Prepare the Specialty & the Organization for future business trends and exigencies in the Organization & in the industry.
- Engage & collaborate with the regional level brokers and senior internal stakeholders' involvement in achieving longer term strategic objectives for the sales business.
- Ensure succession plans are in place for key resources, build a network of relationship with Key Prospects and Clients.
- Responsible for building and deepening of relationship with existing mapped clients, regular meeting the existing base of customers and ensuring high level of service delivery.

## **(REAL ESTATE & CONSTRUCTION - 3.4 YEARS EXPERIENCE)**

### ***Global Park Developers LLP.***

Feb 2016 - Aug 2017

**Head (Corporate Sales)**

**Position: National Level (\*Reporting to Director)**

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

- Handled India and Global demographic with 300+ clients and approx. 400 Cr. portfolio (Dimensions marked with complete project strength of sales).
- Managed clients corporate marketing to tap corporate client for generating bulk deals and setting up Industrial warehouse, sheds for new start-ups with complete setup solutions.
- Visiting corporate, Industries & Clients for generating demand. Developing relationships with HNI Clients and brokers.
- Develop and maintain client relationship, enable smooth co-ordination to ensure efficient and effective customer service. Responsible for Branding and Promotions(OOH, Print media, ATL.) Negotiation/Deal finalization related to deal. Discovering New Business Potential.
- Monitor and maintaining information systems, manage relations with the Marketing team to ensure enough leads.
- Build Rapport and Relationship with the Industrial Associations ( CII, ACMA, GIA, etc)

## PRIOR EXPERIENCE (OIL & GAS - 7 YEARS EXPERIENCE)

**Head (Corporate Sales), Manav Infrastructure Pvt. Ltd. (Apr 2014 - Jan 2016)**

**District Representative (Manager Sales), Nalco Champion Ltd. (Jan 2013 - Mar 2014)**

**Marketing Manager, Deva Drill Tech (I) Pvt. Ltd. (Nov 2007 - Jan 2012)**

**Deepak Kumar Viveki**