

SHANTANU SRIVASTAVA

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Challenging positions in the area of Marketing/ Business Development, Channel/Network Management, Recovery/ Collections, Key Account Management with a reputed organization.

CAREER SKETCH

- ⇒ **BCA + PGDIRPM**; incisive professional with 15 years of experience in Marketing / Business Development/ Handling Key Accounts, Operations, Collections, Channel Management & Brand Management.
- ⇒ Currently serving **Quick Heal Technology as "Regional Manager" for Govt Business.**
- ⇒ Demonstrated aptitude in formulating result oriented strategies for the escalation in the market share, generating business from existing customer as well as new customers for attaining the goals
- ⇒ Possess good judgment to target markets for increasing revenues, nationalizing work-flow & lead a team to enhance profitability.
- ⇒ Track record of consistently achieving targets, identifying high-yielding services and products during the career span.
- ⇒ Competent communicator with admirable presentation skills; establish beneficial relationships with key players in the industry.

PROFICIENCY FORTE

Operations

- ⇒ Managing operations across Gujarat, Rajasthan & MP with focus on operating procedures and overseeing co-ordinations through agency networks; set processes/ systems; monitoring activities as per the company's procedures/ policies.
- ⇒ Monitoring overall activities and streamlining workflow for achieving pre-set targets.
- ⇒ Preparing MIS Reports of agencies and discussing with the supervisor and field executive for attaining the targets.
- ⇒ Coordinating with back-end office and other divisions for effective/ immediate query resolution.

Recoveries & Collection

- ⇒ Following Recovery Management through monitoring of collection & recovery process thereby maximising revenue generation & minimizing irrecoverable debts.
- ⇒ Handling high value cases / defaulters / insolvent clients.
- ⇒ Segregating of defaulting clients into hard & soft cases; implementing strategies for liquidating hard cases within targeted time frames.

Marketing & Business Development

- ⇒ Implementing sales & marketing strategies for accomplishment of goals.
- ⇒ Managing the data on feedback on the field performance for increasing sales.
- ⇒ Driving sales initiatives to achieve business goals.

Channel Management

- ⇒ Enabling growth by developing & managing network of channel partners.
- ⇒ Managing the pricing, area demarcation, clustering, dealer & sub dealer's linkages.
- ⇒ Handling commercial activities like Stock In or Out, Stock Main tense; overseeing commercial audits.
- ⇒ Communicating information on corporate initiatives, schemes etc. to channel partners for enhancing performance from their end.

Key Account Management

- ⇒ Interfacing with key clients for mapping requirements
- ⇒ Maintaining excellent relations with clients to generate renewals for additional business.

Brand Management/ Promotions

- ⇒ Conducting dealer's meets, trade fairs, campaigns for product launches & the post marketing.
 - ⇒ Interacting with clients for the new range of products & seeking the distribution.
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CAREER HIGHLIGHTS

Mar' 15 to Till Date with Quick Heal Technologies, designated as Regional Manager- Govt Sales.

- ⇒ Handling Sales Team.
- ⇒ Territory – Gujarat & Rajasthan.
- ⇒ Product Range: Antivirus, EPS & UTM.

Jul' 14 to Mar' 15 with Sato Auto ID India Pvt. Ltd., designated as Regional Business Manager.

- ⇒ OEM of SATO Thermal Printers
- ⇒ Territory – Gujarat, Rajasthan & M.P.

Sep' 10 to Jul' 14 with Intellicon Pvt. Ltd. {IT hardware company} last designated Sr. Key Accounts Manager

Rendering the network, handling key accounts sale/ business development, customer enquires, promotional activities.

- ⇒ Solution selling in AIDC industry
- ⇒ Partners : Zebra, Honeywell, Microscan, ATID.
- ⇒ Territory – Gujarat, Rajasthan & M.P.

May' 09 to Sep' 10 with R P Infosystems Pvt. Ltd. {OEM IT hardware company} last designated Manager – Corporate Sales.

Rendering the network, sale/ business development, customer enquires promotion activities.

- ⇒ Sales of Computer Desktop & Laptop with brand Chirag along with OEM make servers, printers, storage etc.
- ⇒ Participating in Tenders with Govt., Semi Govt. & PSU customers.
- ⇒ Closely working with big corporate partners / SI for generating business.
- ⇒ Territory – Gujarat
- ⇒ Brand : Chirag

Apr' 06-May' 09 with Lipi Data Systems Ltd. {Leading IT hardware company} last designated as Astt. Manager (Joined as Executive -Channel Sales).

Rendering the network, sale/ business development, customer enquires promotion activities.

- ⇒ Sales of Line Matrix Printer, High speed Dot Matrix Printer, Passbook Printer, Laser Printer & Multifunction Device, Continuous Stationary Laser Printer and Wide Format Laser Printer.
- ⇒ Participating in Tenders with Govt., Semi Govt. & PSU customers.
- ⇒ Focus on corporate customers & channel partners .
- ⇒ Closely working with big corporate partners / SI for generating business.
- ⇒ Territory – Gujarat
- ⇒ Partners: Brother, Samsung, PSI, Pentex & RoWe

May'03-Apr'06 with Usha International Ltd. {Leading Consumer Durable Industries} as Area Sales Executive (Joined as Trainee)

Rendering the network, sale/ business development, customer enquires, promotion activities.

- ⇒ Sales of Straight & Automatic Zig Zag Sewing Machines.
- ⇒ Closely working with Dealers & Distributor Network.
- ⇒ Territory – Udaipur & Kota Zone (10 District).
- ⇒ Brand : USHA

ACADEMIC CREDENTIALS

- ⇒ P.G. Diploma in “**Industrial Relations & Personal Management**” from Bhartiya Vidya Bhavan.
- ⇒ **Bachelor of Computer Application** From **IGNOU**.
- ⇒ **Bachelor of Arts** from **Allahabad University**.

IT CREDENTIALS

Well versed with SAP, Oracle, Windows – 95/98/XP; Software Packages: MS Word, MS Excel, MS Office, .

PERSONAL VITAE

Date of Birth : 02nd Aug 1979.

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