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**SENIOR BUSINESS-MINDED GROWTH LEADER**

**Sales, Marketing, Operations & Business Development**

**Dynamic Business Builder with an exceptional career of over 25 years in masterminding the high-level strategies that position the business to gain sales growth, market expansion, revenue success, and operational efficiency.**

“***Global Span****: UAE, Bahrain, Qatar, USA, UK, Australia, Spain, Switzerland, Austria, Philippines, Singapore, Hong Kong, Malaysia, Thailand, Korea, Kenya, and India*.”

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| **SKILL-SET**  *Strategic Planning*  *Sales & Marketing*  *Business Development*  *Revenue Generation & Growth*  *Business Expansion*  *ATL & BTL Marketing*  *Company Representation*  *Customer Acquisition*  *Contract Negotiations*  *Legal & Regulatory Compliances*  *Instructional Designing*  *Partnerships/Collaborations*  *Data Analysis*  *Curriculum Development*  *Team Building & Leadership* | **PROFILE SUMMARY**   * **An innovative and tenacious executive with unparalleled success** in sparking record business growth, producing healthy profit margins, penetrating new markets, and bringing a unique combination of sales experience and full product ownership to deliver significant business value and achieve industry reputation & revenue growth. * **Repeated success in turnaround situations – expertise** in handling entire business activities, driving operations, delivering holistic solutions to carve a niche in highly competitive markets, and constantly producing sustained revenue and growth. * **Leveraged prowess** in managing business operations, breaking new markets, acquiring key accounts, securing deals, driving revenue growth, deploying business models to improve business revenues, and achieving market-share metrics. Well-versed in technology platforms, web development, data analytics, and user interface designs. * **Advanced marketing acumen** in consistently enhancing brand visibility and extending global reach by chairing ATL and BTL marketing events, promotions, campaigns, conferences, seminars, exhibitions, and product launches. Experienced in representing company products at trade shows and international fairs. |

**EMPLOYMENT ACHIEVEMENTS**

* Built LAPT brand in India, course content development, and commenced franchise business model.
* Recorded significant sales of QR 100mn ($27mn) for 3 consecutive years during 2012, 2013, and 2014.
* Steered efforts in rebranding Ooredoo showrooms and 1,500 retail outlets across Qatar in a record 2 months.
* Ideated and drove various data promotions with major mobile handset companies like LG, Samsung, etc.
* Developed and handled the entire business operation functions for opening a 12,000 sq. ft. Showroom in Qatar.
* Identified and penetrated Kenwood, Fujitsu, Panasonic, Sony, LG, and Yamaha markets in the Middle East and Africa.

**EMPLOYMENT OUTLINE**

**Since Jan 2017: London Academy of Professional Training (LAPT); UAE and India as General Manager – Strategic tie-ups**

*Key Deliverables*:

* Leverage a strong understanding of competitive dynamics, customer needs, regulatory impacts, market trajectory, and company capabilities to gain support for the strategy and fuel execution planning.
* Set up the new business strategy and success team to grow and diversify the organization for revenue growth of the business units.
* Effectively qualify inbound demand to build strong pipeline generation that leads to real opportunities for the sales teams.
* Identify the new markets and industries having potential, ideate market entry, and build a presence to grow business.
* Formulate and execute focused marketing strategies for the organization’s offerings in tandem with brand positioning & potential.
* Manage marketing revenue and expense budget, including developing strategies to increase revenue derived from marketing agency and ways to ‘do more with less’. Closely work with the stakeholders to roll out the new branding initiatives.
* Support business development by building a strong student pipeline at academic fairs, conferences, and networking events.
* Conceptualize and execute strategies for effective marketing, branding, communication, social media, and advertising campaigns.
* Administer the marketing and development of different portfolios of products/services.
* Design effective marketing publications, enrollment materials, and digital and web video assets that achieve enrolment targets.
* Associate with and form new relationships with schools, universities, colleges, and corporates.
* Endorse the company's products & services and regularly improve student enrolments by regularly chairing marketing events.
* Drive positioning of the brand and maximise its value proposition by handling the designing of brand assets, logos, print material, advertising, and website. Research brand and competitors' marketing activities and report insights to the managing directors.
* Participate in meetings with educational institutions, government schools, principals, and deans, and represent the organizations.
* Play a stellar role in developing the brand, driving student acquisition and retention by developing ATL & BTL marketing campaigns, content, and promotions. Attend conferences, presentations, and workshops designed for prospective students, agents, school counsellors, and various educational institutes.
* Augment brand reach and exposure by conceptualizing and executing the marketing strategies leveraging cross-channel synergies, thereby driving enrolments. Devise proposals and execute business case creation to discover business opportunities.

*Key Achievements*:

* Set up and initiate the Indian and Middle East operations.
* Played a key role in developing over INR 20 million sales volume in the initial startup year and achieved 20% growth YOY.
* Rolled out introduce capacity building exercise within the company, wherein we provided free training and job employment opportunities to some deserving and underprivileged students as a CSR initiative. Commenced and drove the “Donate to Educate” program, where school children were encouraged to donate their course curriculum textbooks, to the weaker sections of society.

**Jun 2010 – Dec 2015: OOREDOO (Qatar Telecommunication Co.); Doha, Qatar as Account Manager – (Sales & Marketing)**

*Key Deliverables*:

* Shouldered the responsibility of marketing and selling the Ooredoo GSM Top-up (Recharge) cards and SIMs to all customers while ensuring optimized distribution and sales.
* Ensured adequate inventory by overseeing the stock and forecast required quantities.
* Delegated the sim connections to all the accounts and re-charged the annual sales targets.
* Ensure all accounts allocated achieve their annual targets and recharge regular meetings with distributors and retailers.
* Secured more customers by preparing and executing the promotion calendar specific to the accounts.
* Delegated and marketed mass-market shops in the region in compliance with Ooredoo (Qtel) brand guidelines.
* Maintained adequate stock with collaterals for any product/service promotion across channels with the merchandising team.
* Conveyed product knowledge to all the distributors and retailers.
* Coordinated the collection of all the customer applications as per the guidelines.
* Dexterously steered ATL and BTL promotions by coordinating with the consumer marketing department.
* Chaired weekly & monthly meetings with the distributors & internal/external stakeholders to ensure the account achieved targets.
* Reimbursed retailers' commissions per the agreed SLAs with the sales support teams.
* Met all the set targets and KPIs by overseeing the retailer’s performance and executing corrective action with the team
* Assessed and aligned the sales action plan periodically to meet the account KPIs.

**Jul 2007 – May 2010: M.H. Al Mana Group of CO’s WLL; Doha, Qatar as Retail Manager – Al Mana Electronics**

*Key Deliverables*:

* Shouldered with the responsibility of articulating proposals, final negotiations, and finalizing business deals.
* Generated sales volume by building new sales channels and constantly re-assessing the existing ones.
* Increasing existing retail distribution network. Strategize tie-ups with Retail Partners and vendors. Business expansion into corporate and institutional sectors. Location survey, Feasibility report, and new outlets setup.
* Ensured monthly and annual sales goals were achieved by liaising with the retailers.
* Played a stellar role in conceptualizing and handling marketing plans within prescribed annual budgets.
* Conceptualized the business case for company projects and performed negotiations with potential parties.
* Discovered additional sales opportunities by utilizing all available networks and alliances.
* Assisted with product positioning, mix, advertising, press releases, and product launches.
* Steered efforts in achieving the budgeted sales while controlling costs within predefined levels.
* Enhanced visibility and reach by ideating marketing events, sales promotions, and new product launches.
* Ensured merchandising standards, seasonal launches, and cross-promotion with other group companies.
* Carried out all the ATL and BTL Marketing.
* Assessed and enhanced performances regularly and rendered annual performance ratings for all direct repartees.

**PRIOR WORK HISTORY**

**Jan 2006 – Jun 2007: Land Mark Group WLL, Doha, Qatar, as Retail Manager – E-Max Electronics**

**May 2004 – Dec 2005: LG Electronics India Pvt. Ltd – Western & Central India as Senior Executive (Plasma & LCD Business)**

“Led the new outlet's setups based on location survey and feasibility reports. Played a significant role in opening nine XCanvas digital retail outlets in various cities.”

**Jan 2001 – Dec 2003: International Electronics Company Ltd, FZE, Dubai – UAE as Manager – Business Development**

**Oct 1997 – Dec 2000: Jumbo Electronics Company LLC, Dubai-UAE, as Sales Supervisor**

**EDUCATION CREDENTIALS**

* **PG Diploma in Leadership and Management (1.5 Years)** from the College of North Atlantic Canada (CNAQ), Qatar, in 2013
* **PG Diploma in Retail Management (2 Years)** from London Academy of Professional Training, UAE, in 2008.
* **Bachelor’s Degree in Commerce (3 Years)**  from CCS University, India, in 1995.

*Certifications*:

* **AWARE–Windows-Based Applications** – Aptech Computer Education, India
* **Internal Customer Care** – Jumbo Electronics in-house Training, UAE
* **Stress Management** – CHN Institute, Qatar
* **Telecoms Mini MBA** – Coleago Consulting, Qatar
* **Microsoft Excel 2007 (Level 3)** – Infocenter Training and Consulting, Qatar
* **Team Management** – B Business Training, Qatar
* **Staff Empowerment Program** – B Business Training, Qatar
* **Mastering Planning and Organizing** – K2S Knowledge to Succeed, Qatar
* **Finance for Non-Finance Managers** – Qatar Finance and Business Academy, Qatar
* **Think Critically and Succeed** – IIR Middle East, Qatar
* **Erteqaa for Managers** – B Business Training. Qatar
* **Business Case Making and Analysis** – Informa Training, Qatar
* **Account Manager Specialized** – Wilson Learning, Qatar
* **Business Case Making Analysis** – Informa Training, Qatar

**PERSONAL DOSSIER**

**Date of Birth**: 13 June 1974 | **Nationality**: Indian | **Languages Known**: English, Hindi, Punjabi, and Arabic

**Passport No**: P6814070 valid till 2028 | **Driving License**: UAE, Qatar, and Bahrain