



In pursuit of challenging and fulfilling assignments in Senior Professional / Sales & Distribution/ Business Development with a Growth oriented organisation of repute.

## Expertise

Strategic Planning,  
Business Development,  
Sales Operations ,  
Business Analysis,  
Sales Models,  
Modern & Alternate Channel,  
Retail Management,  
Distribution Management  
Process re-engineering,  
Leadership & Succession,  
P & L and Budgeting  
Culture & Change Management  
Stakeholder Management

# NITIN KHANNA

☎: + 91- 9882008200

✉:khanna.nit@gmail.com

## Career Summary

- ♦ An accomplished professional with over 25+ years of rich experience in Telecom and export Industry; Distribution Management, Team Development, Process Management with well-known organizations.
- ♦ Extensive and rich experience in Business Development; including **Distribution, Retail and Channel Management**, Strategic Planning, Business Analysis, Sales Operations, Team Management, process & automation.
- ♦ Last assignment with **Vodafone Idea (Erstwhile Idea Cellular Ltd), Bangalore as Vice President – Sales Operations (Karnataka)**.
- ♦ Previously worked with **AIRCEL DIGILINK Limited, LOHIA Enterprises and Super House Limited**.
- ♦ Winner of Various National Contest in Karnataka and Himachal Pradesh
- ♦ Travelled to the USA, Canada, UK & Germany for business development and promotion.
- ♦ Interact easily with people of diverse backgrounds, cultures, and professional levels. Excellent understanding of and ability to accommodate individual learning styles.

## Highlights of Credentials

- ♦ Among the **top 3 Idea circles with 8% annual attrition** in Himachal Pradesh (2013-2015).
- ♦ **Cost optimization** under various line items, saving of INR 100Mn for 2018.
- ♦ Designed and implemented **alternate channel** of business that led to a growth in MNP port ins by 25% with only an additional cost of 5% in 3 months.
- ♦ Created the distribution infra in Gwalior, Bhopal, UP West and Himachal Pradesh. Added more than **400 channel Partners** in UP West alone
- ♦ **Technology adoption** and improvement in prepaid and Post-paid business improved channel productivity by 40%.
- ♦ Attained **2<sup>nd</sup> position in Revenue Market Share** in Himachal Pradesh from 5<sup>th</sup> within 3 years.
- ♦ Attained **Revenue leadership** in UP West within a year of joining.
- ♦ Launched **Business Solutions** in Jan 2018 and generated revenue of 5Mn within a month.
- ♦ Instrumental in facilitating team members to take up different and higher roles by way of **mentoring and coaching**.

## Career Span

### April 2019 Onwards: CxSearch Global Partner- Partner

- ♦ Assignment management: Oversee research and execution process and Monitor the quality of all deliverables to ensure it is aligned to the search strategy
- ♦ Practice management: Contribute to the development of formal practice offerings
- ♦ Annual revenue planning and management.
- ♦ Client focus services: Consult / advise the client on the business within the context of a search mandate and maintain a high level of interaction with existing clients

## Professional Development Initiative

General Management program  
at **IIM Ahmadabad.**

### July 2000 – September 2018: Vodafone Idea

#### Growth Path:

Jul'14 – Sep'18	<b>Vice President – Sales Operations</b> (HP & Karnataka)
Jul'10 – Jun'14	Assistant Vice President – Sales Head (UP West & HP)
Jul'08 – Jun'10	General Manager – Sales Head (UP West & HP)
Apr'06 – Jun'08	Deputy General Manager – Zonal Business Head (Bhopal)
Apr'04 – Mar'06	Assistant General Manager – Zonal Business Head (Bhopal)
Apr'02 – Mar'04	Senior Manager – Zonal Business Head (Bhopal & Gwalior)
Jul'00 – Mar'02	Manager – Zonal Business Head (Gwalior)

#### Head Sales Operations (General Manager - Vice President):

- ♦ Annual Sales & Network Planning, Budgeting & forecasting, formulating effective **Go To Market strategies**. (Urban & Rural Market)
- ♦ Creation of **alternate channel, Modern Trade and Business/Sales models** for higher customer market share.
- ♦ Formulating **incentive plans** for the team and channels.
- ♦ **Retail expansion/My Idea Stores** point of sales under various verticals
- ♦ Product launches & their effective execution.
- ♦ Effective management of Cost of Customer acquisition and sales operations
- ♦ Managing **EBIT and P & L**.
- ♦ Responsible for meeting AOP, for all verticals (Prepaid /post-paid / data services/training).
- ♦ Identifying new **business opportunity**.
- ♦ Process re-engineering and automation for smooth of operations & cost saving.
- ♦ Identifying and facilitating channel partner training programmes.
- ♦ Planning and roll out of **customer interaction points** for both prepaid and post-paid business.
- ♦ Building **sales organization** in Himachal Pradesh.

#### Achievements:

- ♦ Led to reduction of cost under various line items, saving of INR 100Mn for 2018.
- ♦ Among the top 3 Idea circles with 8% annual attrition in Himachal Pradesh in 2013-2015.
- ♦ Setting up **sales organization** at Himachal Pradesh for Idea Cellular in 2012-2013.
- ♦ Attained **Market leadership** both in CMS and RMS in UPW in 2009
- ♦ Built a robust distribution network of **700 channel partners** and 50k retail in 2008-2012.
- ♦ Growth of **post-paid subscribers** in Himachal Pradesh by 10x ( 2012-2015)
- ♦ Successfully **launched 3G services** in 2011 for UP West.

Academia



MBA



B. Com

#### Zonal Business Head ( Manager – Deputy General Manager )

- ♦ Developed a **robust Distribution Structure** for both Rural and Urban Market.
- ♦ Mapping/Network Mapping - Accountable for Customer acquisition, revenue & market share.
- ♦ Training & Development of zonal Team.
- ♦ Organizing channel Partner meets.
- ♦ Strategic roll out and launch of services in new towns.
- ♦ Expanding **Customer connect points** in B and C class towns.
- ♦ New town/market roll out planning and their successful launch
- ♦ Rolled out all DHQ's.

#### Achievements:

- ♦ Attained Customer market share leadership in Gwalior Cluster.2003
- ♦ Added more than **190 channel partners** in Bhopal cluster in 2004-2008.
- ♦ Instrumental in **Building processes** and back end systems for the Zone.
- ♦ Launched more than **150 towns** in 2007-2008.

#### October 1996 – June 2000: AIRCEL DIGILINK Limited, Kanpur as Area Sales Manager reporting Circle Operating Officer

- ♦ Managed post and prepaid mobile business for Kanpur district.
- ♦ Responsible for the development of cellular business in Kanpur Distribution network for the sale of prepaid and post-paid sim cards.
- ♦ Revenue generation for the branch through airtime collection, recharging of pre-paid cards & sale of sim cards & handsets. Budgeting & implementation of the outdoor media plan.

#### Achievements:

- ♦ Acquired **key accounts** from Competition (Pan Parag, Mirza Tanners, Diamond Chemicals etc).
- ♦ Built the **distribution network** for Kanpur District
- ♦ **Launched** Cellular services in the city of Kanpur.

#### September 1993 – September 1996: LOHIA Enterprises, New Delhi as Assistant Sales Manager reporting to Managing Director

- ♦ Independent charge of International sales and Marketing of Leather Handbags & shoes.
- ♦ Identifying new market opportunities, Product development and launch.
- ♦ Identified both national & international markets procurement of export orders through International trade fairs in India & abroad.
- ♦ Liaison with local buying houses for business development.

#### Achievements:

- ♦ **Set up** the production line for leather handbags.
- ♦ Generated **business of 10Mn** in the first 3 months of Joining.
- ♦ **Added cotton bags** as new product line.

#### May 1991 – September 1993: Super House Limited, Kanpur as Sales Executive reporting to Managing Director

- ♦ New Product Designing and market development for leather handbags.
- ♦ International Marketing of leather goods.
- ♦ Travelled to USA, Canada, UK & Germany for business development and promotion at International Leather Fairs.
- ♦ Suppliers to chain stores like C&A, Marks & Spencer, etc.

#### Achievements:

- ♦ Acquired **international accounts Wal-Mart**, JC Penny Tula Handbags UK.
- ♦ Represented the company at major **international leather goods fairs** in Germany.