



Suraj Shaw

Dedicated professional leveraged exposure in Sales & Marketing within FinTech, EdTech, other thriving Industries, targeting strategic/ leadership position with an organization of repute; Preferably in Bangalore



West Bengal, India



unstoppablesuraj2051@gmail.com



+91-9123671873; 8584907566



www.linkedin.com/in/suraj-shaw-5121931ab

CORE COMPETENCIES

- *Strategic Business Development*
- *Sales & Marketing*
- *Market Penetration*
- *Business Roadmap & Expansion*
- *Revenue Growth & Profitability*
- *Commercial Operations*
- *Direct Sales Strategies*
- *Business Growth Techniques*
- *Brand Management*
- *Revenue Optimization*
- *Market Intelligence & Research*
- *Vendor / Client Management*
- *Market Trend Analysis*
- *Customer Relationship Management*
- *Competitive Landscape Assessment*
- *Sales Performance Enhancement*
- *Cross-Functional Collaboration*

SOFT SKILLS

- *Negotiation & Conflict Management*
- *Visionary and Decision Making*
- *Good Listener & Communicator*
- *Team Building & Interpersonal Skills*
- *High Business Ethics & Trustworthy*
- *Analytical Problem Solving*
- *Leadership and Delegation*

PROFILE SUMMARY

- **An accomplished professional** with **over 10 years** of expertise in **driving Business Growth** and leading teams within the **Fintech, Digital Payments, and E-Commerce Sectors, specializing in Sales and Marketing.**
- Currently serving as an Area Sales Manager at **Wheelseye Technologies Pvt. Ltd.**, overseeing 10+ branches and leading a team of 120+ members, while consistently achieving monthly revenue targets through effective lead generation strategies.
- **Demonstrated expertise in onboarding, servicing, and activating merchants and sellers**, as well as branding and growing market transactions, while effectively managing competitor challenges and nurturing customer relationships.
- **Recognized for achieving significant milestones** in the current role, including spearheading the effective management of competitor challenges and driving the team's performance to meet aligned KPIs.
- Proficient in implementing direct sales strategies, customer service management, and business growth techniques to drive revenue optimization and market penetration, with a strong foundation in commercial operations and auditing.
- Extensive industry knowledge, in **redefining brands through introduction of cutting-edge products**, leveraging & driving innovation.
- Expertise in providing recommendations to **strategically enhance financial performance** and exploit business opportunities.
- **Key Growth Driver** with skills in developing new market segments; consistently delivered **growth in business revenue & market share.**
- Excellent **decision-making, problem-solving and organizational skills**, with honed effective communication and interpersonal skills.

WORK EXPERIENCE

Since May'22 | Area Sales Manager | Wheelseye MSS (ZUGANG Manpowers India Pvt. Ltd.), Greater Kolkata

Key Result Areas:

- Orchestrating the seamless functioning of 10+ branches and led a high-performing team of 120+ members, ensuring consistent lead generation and surpassing monthly revenue targets.
- Strategically managing competitor challenges and supervised the team to achieve all aligned KPIs, fostering a culture of leadership and collaboration.
- Spearheading areas like Business Planning, Budgeting & Monitoring; ensuring achievement of yearly targets
- Formulating tailored business strategy & solutions in alignment with different business units and regions
- Repositioning the company, revitalizing business development approaches, and generating new business
- Facilitating decision-making for stakeholders by analysis of business information and presenting clear, well-formatted reports
- Building new systems, processes and procedures to support sustainable growth
- Developing a high performing team that can deliver target achievement and associated performance outcomes

Highlights:

- Led the effective management of competitor challenges, leading to increase in market share during the initial year of tenure.

EDUCATION

- **MBA (Marketing and HR)** from Kalinga University, Raipur in **2021**
- **Bachelor of Arts (Hindi)** from Jodhpur National University, Jodhpur in **2017**

PERSONAL DETAILS

Date of Birth: 4th Dec 1992

Languages: English, Hindi & Bengali

Present Address: 2, Sridhar Roy Road, Kustia Town, Kolkata-700039, West Bengal

Permanent Address: Kolkata-711106, West Bengal

- Implemented a new lead generation strategy resulting in increase in market share within the first year of tenure, showcasing the ability to drive business growth and manage teams effectively.

Oct'21-May'22 | Team Leader | PhonePe, Kolkata, West Bengal

Highlights:

- Directed a 50+ freelancer team for QR Merchant onboarding, focusing on enhancing market activities and branding to drive market transaction growth.
- Managed companies-client responsibilities and effectively handled competitor challenges, while excelling in inactive merchant activation and customer services.
- Implemented market branding strategies, resulting in increase in market transactions within a span of 6 months.
- Excelled in inactive merchant activation and customer services, showcasing the ability to effectively manage companies-client responsibilities and enhance market activities and branding.

Jun'20-Jun'21 | Area Sales Manager | Amazon Business, Kolkata, West Bengal, India

Highlights:

- Overseen team of over 25 members, driven seller and QR merchant onboarding, and effectively managed market branding and transaction growth, along with AmazonPay and Amazon seller segment handling.
- Successfully managed customer services and relationship management, while handling competitor challenges and leadership supervision.

Jul'16-May'20 | Senior Sales Associate | Paytm, Kolkata, West Bengal, India

Highlight:

- Managed diverse responsibilities including cabs onboarding, payment bank KYC verification, EDC and POS software sales, insurance sales, and market surveys, while excelling in customer services and consumer relationship management.

Mar'16-Jun'16 | Sales Representative | Bharti Airtel Limited (4G ZONE), Kolkata, West Bengal, India

Highlight:

- Spearheaded broadband connection sales, payment collection, and customer services, while effectively managing consumer relationships and market surveys.

Mar'15-Mar'16 | Sales Representative | Tikona Infinet Ltd., Kolkata, West Bengal, India

Jan'14-Jan'15 | Senior Associate Auditor | Vodafone, West Bengal, India

Jun'11-Dec'13 | Marketing Team | Vestige, Kolkata/Howrah/Hooghly (WB)