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A seasoned and results-driven professional with a demonstrated history of achieving exceptional sales objectives and effectively managing key business relationships. Proven expertise in developing and executing successful strategies focused on business development, content acquisition, and revenue growth. Skilled in implementing new business initiatives for reputable organizations, with a specialization in publishing, educational technology, and e-learning across the Indian subcontinent.

PROFILE SUMMARY

- Expertise in **Account Management, Business Development, Team Management, Implementing new initiatives, Managing operations** through new clients, creating strategic marketing plans and budgets, developing product campaigns, conducting market research studies, and organizing various launches
- Hands-on experience in selling to segments like **Higher Education, Schools (K-12), Government, Health Care, Corporate and Public Libraries etc. Also have handled marketing, customer success, relationship management and consulting management in highly competitive segments of the academic and healthcare industry.**
- Excellence in analyzing market trends, competitor positions and economic factors to develop key programs for the organization and facilitating the closure of deals
- Attended conferences, trainings, and meetings in foreign countries, including the USA, Southeast Asian Countries, and the Middle East
- Strategic Alliances: Fusing entrepreneurial drive and vision to identify organizational strengths/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities
- People Manager: Developed a lean team with multi-operational capabilities using interactive and motivational leadership skills that spur people to willingly give 100% effort
- Client Management Expert: Skilled in providing differentiated product propositions & and solution-based approaches to clients, thereby creating a win-win situation and foundation for long-term client retention
- Domain Expertise in **Institutional Sales, Government Sales, Corporate Sales, Business Strategy, Market Analysis, Customer-focused Platform Training, Customer Success and Relationship Management**
- An effective communicator with an excellent interpersonal and communication skill and a keen aptitude for learning and applying new knowledge resourcefully.

CORE COMPETENCIES

Strategic Sales Planning

Content Acquisition

HE/HK/K-12/Corp Sales

Team Management

Academic Administration

Market Research & Analysis

New Business Development

Product Management & Marketing

Customer Success Management

Business Development

Renewal Management

Revenue Maximization

Relationship Management

SaaS/eLearning Product Sales

Analytical Skills

ORGANISATIONAL EXPERIENCE

Since July 24 with AVAGS Information Systems, as a National Sales Manager (India & South Asia)

Role: Content & SaaS Sales/Services (Higher Academic, Government, Healthcare, K-12 and Corporate)

Key Profiles Handling:

As a **National Sales Manager** in the **library content sales and SaaS services industry** for the **India and South Asia market**, the role involves overseeing and driving the sales strategy across the region to ensure growth and profitability. Key responsibilities and activities include:

1. Sales Strategy Development and Execution:

Market Analysis: Conducting in-depth market research to understand trends, challenges, and opportunities in the library content and SaaS sectors across India and South Asia.

Sales Forecasting: Setting sales targets based on data analysis, market potential, and historical performance, ensuring alignment with overall company objectives.

Revenue Growth: Developing and executing plans to drive revenue, including acquiring new clients, upselling services to existing clients, and expanding the market share within the region.

2. Stakeholder and Relationship Management:

Client Engagement: Building and nurturing relationships with key decision-makers across academic institutions, public libraries, corporate libraries, and government sectors.

Customization of Solutions: Working closely with clients to deliver tailored content and SaaS solutions that meet their specific needs, whether for educational institutions, research facilities, or public sector organizations.

Partnerships: Identifying and fostering strategic partnerships with local resellers, content providers, and technology partners to broaden market reach.

3. Team Leadership and Development:

Sales Team Management: Leading and mentoring a high-performing sales team, setting performance benchmarks, providing guidance, and ensuring team members achieve or exceed their sales targets.

Training: Providing ongoing training and development to ensure the sales team remains updated on emerging trends in digital content, SaaS services, and the evolving needs of library services.

Collaboration: Coordinating with marketing, product, and customer support teams to ensure seamless delivery of solutions and services.

4. Product and Market Positioning:

Product Expertise: Deep knowledge of digital content platforms, subscription models, and SaaS services that are relevant to the library sector, including e-books, databases, and digital resource management tools.

Contract Negotiation: Managing contract negotiations, ensuring terms are favourable and align with business objectives while delivering value to customers.

Market Expansion: Identifying and penetrating new markets in South Asia by understanding regional nuances and customizing solutions accordingly.

5. Business Development and Market Expansion:

New Client Acquisition: Targeting academic institutions, research organizations, government bodies, and corporate libraries in India and South Asia, ensuring expansion into untapped territories.

Partnership Management: Developing strong relationships with channel partners, resellers, and other ecosystem players to enhance distribution and local presence.

Account Management: Managing existing accounts to drive renewals, increase usage of content/SaaS platforms, and introduce new services or content packages.

6. Trend Awareness and Industry Knowledge:

Emerging Trends: Staying up to date with evolving trends in digital library solutions, SaaS innovations, and shifts in content consumption within the region.

Competitive Analysis: Monitoring competitors and understanding their offerings to position the company's products as superior in value and functionality.

7. Customer Retention and Satisfaction:

Retention Strategies: Implementing customer retention strategies through continuous engagement and offering post-sales support to ensure high satisfaction levels.

Customer Experience: Enhancing customer experiences by identifying their evolving needs and ensuring the product/service offerings are continuously aligned with these needs. This role requires a deep understanding of the digital library landscape, including **content acquisition models, SaaS platforms, and licensing agreements**, along with the ability to tailor solutions to diverse customers in the region. Strong **leadership, relationship management, and analytical skills** are critical in driving sales performance in a competitive and fast-evolving market like India and South Asia.

Highlights:

- **Overseeing the PAN India region with revenue of US\$ 3.25 million**

Since Feb'21 – June 24 with EBSCO Information Services Pvt Ltd., Kolkata as Sr. Regional Sales Manager, India (East)

Role: Institutional/Corporate Sales and BD (**Higher Academic, Government, Healthcare, K-12 and Corporate**)

Key Profiles Handling:

- Analyze the prospect market and existing business to draw a gap analysis for the entire **academic, government, healthcare, and corporate market** in the region and identify the growth areas
- Developing a strong business plan to assess the revenue potential and the product market fit in a new/existing market to meet the company objectives
- Focus on large and consortium deals in the region and develop a strategic approach to close the deals
- Develop new sales pipeline of the region in CRM system and update them in the sales funnel regularly
- Lead and supervise account executives and trainers and draw a strong plan for 100% renewal goal achievement and develop up-sale and cross-sell opportunities as per the company objective. Track their progress through CRM system on a weekly basis
- Update the regional progress in the CRM system regularly and send monthly/quarterly/yearly forecasts to the top management
- Closely coordinate with global marketing team to fulfil regional marketing requirements in segment marketing, product marketing and social media marketing etc.
- Manage a portfolio of accounts to achieve long-term success
- Develop a healthy customer relationship in the region to ensure a sustainable business environment

- *Product lines handling are Journal databases, eBooks, SaaS products, eLearning products, CDS health care products etc.*

Highlights:

- Successfully achieved the following:
 - managed a region with US\$ 1.25 million in revenue
 - Overachieved 2021, 22 and 23 goal
 - Closed a state label consortium worth almost half a million USD. It's a unique strategic deal developed single-handedly and was appreciated globally by the organization.
 - Two-time winner of "President Club Award" consecutively for 2022 and 2023

Mar'10 – Jan'21 with PROQUEST LLC, Kolkata as Senior Account Manager (East India/PAN India/Bangladesh/Bhutan)

Role: Institutional/Corporate Sales and Account Management (*Higher Academic, Government, Corporate, K-12 and Healthcare*)

Growth Path:

Mar'10- Nov'15 as Account Manager (Eastern India)

Nov'15-Jan'21 as Senior Account Manager (Eastern/PAN India, Bangladesh, Bhutan)

Key Result Areas:

- Develop business plans to assess the revenue potential and the product market fit for all **academic, corporate and healthcare market**
- Administrate the launch of new products, maintaining & improving the market share of existing brands with timely execution of activities
- Ensure alignment of business plans with marketing and sales strategies by concentrating on business management, planning, and data analysis
- Analyze market conditions and forecast sales and market share; conduct research to analyse customer behaviour and design strategies accordingly
- Reviewing and reporting on the business development division's strategy, ensuring the strategic objectives are well understood and executed within time frames
- Manage company's resources; ensuring maximum productivity; planning for new investment in line with Business Development & long-term strategies
- Incorporate strategic differentiators levered on value propositions into innovative and detailed product requirements
- Conduct a complete account planning for the region by setting up guidelines for CRM, developing new prospects, customer-user orientation, and by managing payment collections & credit control
- Organize after-sales training in **collaboration with CX** department to secure the renewal business by developing the usage of the product at the end users/institution level
- Provide weekly/monthly/yearly accurate sales forecasts of the region to top management
- Assist other Account Managers in developing their market & revenue, regional consortiums, and large deals from **academic and healthcare market segment**
- *Product lines handled are: Journal databases, eBooks, video databases, library SaaS products, historical archives, Digitization, health care products etc.*

Highlights:

- Successfully achieved the following:
 - Achieved "Quest for Excellence award" continuously for 3 years, in 2015, 2016 and 2017, for continued revenue growth in the assigned region, and for securing 126% of the target in 2015, 130% of 2016 goal and 122% of 2017 goal
 - Best Sales Rep award for APAC region in 2017.

Oct'03- Feb'10 with John Wiley and Sons, Delhi as Account Manager-Subscription (Area - North & East India)

Role: Institutional/Corporate Sales and Marketing (*Higher Academic and Healthcare market*)

Highlights:

- Augmented the customer base for e-resources (e-journals & eBooks) in North & Eastern India for the **academic and healthcare market**, thereby establishing new business and renewing existing business
- Penetrated the **higher education and medical college** adoption market by identifying core textbooks; assisted the academic syllabus development committee in putting the textbooks into the syllabus, and creating market demand on the same; developed the market demand for original foreign edition books by different ways of promotions
- Successfully achieved both individual and team targets every year.
- *Product lines handled are: print/online Journal, print/online Books*

PREVIOUS EXPERIENCE

Dec'01- Oct'03 with Prentice-Hall of India Pvt. Ltd., Delhi as Sr. Sales Executive (Area - North & East)

Role: Institutional Sales and Marketing (*Higher Academic market*)

Highlights:

- Promoted and sold higher education textbooks in universities, Engineering colleges and Business Institutes.
- Promoted Microsoft and IBM professional books and course modules to corporates and secured several big achievements
- Received Best Performance Awards various times for some specific product line sales

Jun'98- Nov'01 with Galgotia Publications Pvt. Ltd., Delhi as Sr. Executive -Marketing & Acquisitions (North & East)

Role: Commissioning, Marketing and Sales (*Higher Academic and K-12 market*)

Highlights:

- Acquired new authors to develop textbooks as per the syllabus requirement and get them adopted in the syllabus
- Developed several textbooks which are bestsellers in the market till today
- Handled complete publishing business i.e. content acquisition, editorial process, typesetting, book production, publishing, sales, marketing, distribution, credit control etc.

Oct'94- May'98 with Dhanpat Rai Publishing Co. Pvt.Ltd., Delhi as Marketing Executive (Area – PAN India)

Role: Institutional Sales and Marketing (*Higher Academic and K-12 market*)

Highlight:

- Looked after textbook adoption market of higher education and K-12 in PAN India basis, and achieved several big adoptions
- Generated leads to the supply of textbooks to polytechnic libraries in the states of West Bengal and Orissa through the World Bank

ACADEMIC DETAILS

- PG Diploma in Marketing from AIIMAS, Chennai in 2008
- B.Sc. (Physics Hons), Chemistry, Mathematics from Berhampur University, Odisha in 1991

CERTIFICATIONS

- Book Publisher Certificate Program, From IAP Career College, Canada in 2021
- Channel Management, From Udemy
- Business Analytics Foundations: Descriptive, Exploratory, and Explanatory Analytics, From LinkedIn Learning
- Business Analytics Foundations: Predictive, Prescriptive, and Experimental Analytics, From LinkedIn Learning
- Quality Management Foundations, From LinkedIn Learning
- Intellectual Property Rights, From Udemy
- Strategic Thinking, From LinkedIn Learning
- Excel for Business Analysts, From LinkedIn Learning
- Diploma in Information Technology Management from Alison Education
- Virtual Selling for Sales Professionals from LinkedIn Learning
- Customer Success Management Fundamentals from LinkedIn Learning
- Leadership & Management Skills for Business – Managing Employees from Alison Education
- Essentials of Software-as-a-Service (SaaS) Business from Udemy

IT SKILLS

- MS Office suite
- Salesforce.com (SFDC)
- ORACLE NetSuite
- Sales Console Application
- Tableau Application
- Internet Applications

PERSONAL DETAILS

Date of Birth: 25th May 1969

Languages Known: English, Hindi, Bengali, and Odiya

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265K, MID Road, Parnashree, Kolkata-700060(WB), India.

PLACE: Kolkata

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