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PROFILE SUMMARY

A professional with over 8 years & 3 months of experience in enterprise & channel sales & key account management, consistently achieving business objectives & targets

PROFESSIONAL EXPERIENCE

AVP – Sales, Strategic Alliances & Partnerships: KAPTURE CRM- Kapture is a cloud-based business automation CRM that helps you manage sales and customer service on a single platform.

Sept'19-August'20

- Developing relationships with internal and external business partners and initiating dialog concerning business models and frameworks for partnership
- Assist in function strategy development & deployment
- Responsible for driving incremental revenue and impact through assigned alliance relationships
- Weekly Tracking and Management of Critical Alliance Metrics
- Oversees and takes responsibility for maintaining the quality of the overall alliance relationships on his/her account list and geographic alignment
- Post-sales: Interface with customers in product evaluations and troubleshooting. Identify market trends and competitive situation
- Directs allocation of existing cooperative marketing funds, ensuring alignment with sponsor goals, as well as corporation strategic priorities
- Work tightly with the Corporate Development Team on Alliance deal execution and potential M&A activities
- Creates and manages a governance structure for projects and initiatives owned
- Providing thought leadership and support related to the evolution of Corporate Development strategy

Account Manager- CloudSteer Technology- is a team of highly skilled Cloud computing professionals having more than 17 years of experience in Salesforce, AWS, Cloud solution.

May'18-Sept'19

- Sales Planning & strategy for maximizing revenue potential
- Account Manager you would be responsible for building & Hunting strategic relationship with key decision makers
- Achieving sales targets & effective client management
- Solution selling & business requirement documentation
- New Account acquisition & penetration in emerging markets
- Responsible for New Sales, Revenues, Collections , New account identification , Account retention and Churn Reduction.
- Product Development & service fulfillment

BDM/Sales & Marketing Manager–Wellogo

IT Services in the healthcare services premier company serving large number of corporates & government institutions in various sectors

Oct'16- May'18

- Leading a team of 5 Professionals for client acquisition, marketing & sales activities, reporting and analysis
- Sales strategy and client relationship management
- Cross selling & new product/service development
- Sales & product marketing initiatives with client presentations to demonstrate company's services

- **Key Account Management & After Sales Support** achieving 95% revenue growth

Business Development Manager/KAM- Entasis Technology, Delhi a IT Retail Technology company providing hardware & software solutions to major electronic & apparel brands for retail merchandise marketing, communication & engagement

Dec'15-Oct'16

- B2B & B2C Sales with major electronic & apparel Key Account Management & After Sales Support
- Preparation of sales forecasting models & budgetary analysis
- Online campaign management & inventory management
- Re-marketing & cross selling product
- Working closely with client marketing & vendor managers

Data Analyst –Mercer Management Consulting, Gurgaon

May'15-Dec'15

- Establish, support, and apportion data tools to the unit managers.
- Carry out quality assessment of data, data reports and the accompanying decisions.

Transmission Telecom Engineer- Ericsson India, Delhi/NCR

Jul'10-Feb'13

- Troubleshooting, planning, coordination & operational support of Airtel Africa Project-3G network rollout

PROFESSIONAL CERTIFICATION

Digital Marketing Certification Program, UpGrad

Certified in August'17

Program on digital marketing created by Industry Experts from leading Digital Corporates and Academicians ;features over 10 case studies, assignments and quizzes, +150 hours of academic content and mentoring

- Among the top 10 students in the course on Digital marketing, SEO & SEM
- Scored 65% in the 3 Modules (Marketing and Digital Strategy) and % in the overall evaluation.

EDUCATION QUALIFICATION

<u>Qualification</u>	<u>Institute</u>	<u>Year</u>	<u>CGPA / %</u>
MBA-IB & Finance	Amity International Business School, Noida	2015	6.9/10
B-Tech (E&T)	Amity Institute of Telecom & Management	2010	6.2/10
XII	Modern School Vasant Vihar, Delhi	2006	76.20%

LEADERSHIP ROLES

Head of Sapphire(FEST-Amity University)

Oct'13-Feb'14

- Promotional campaigns & sponsorships induction
- Managing events, assistance in marketing & student organizational activities

OTHER

Technical Skills: Advanced Excel, Data Analytics, Microsoft Office, SQL, Python, R, Google

Analytics, SEO, SEM Languages: English (fluent) • German (Basic) • Hindi (native)

Misc. Experiences: Marketing Intern – AVTEG Pvt Ltd, NTT Data, Gurgaon ; Operations Intern- TATA Teleservices, Delhi

Interests: Non-fictional novels, Influencer podcasts, Blog post, Outdoor Sports, Movies & Shows