

RAJA DUTTA

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CAREER OBJECTIVE

Seeking a Senior Level Leadership Position in Sales & Business Development to effectively utilize my experience in contributing towards Organizational Goals.

PROFESSIONAL SUMMARY

Senior Sales Professional with 23+ years' experience in Project sales, Channel Sales, B2B and Corporate sales, Key account management, profit centre operations. For the last 14 years with the Fire & Electronic Security / (IBMS) Building Automation Industry leading pan India Sales.

CAREER OVERVIEW

- Last 14+ years in Channel Sales (B2B) and Project Sales (B2C) in the Fire & Electronic Security / Building Automation Industry. The previous 9 years have been into Channel sales of construction materials (ceramic tiles, paints) and children's products (Disney Brand) in West & Eastern India.
- Team Management: Have handled and managed team size of upto 15 Direct Reports mainly from Sales / Pre-sales and Service. Have overseen operations.
- Channel Partner Management Skills: Partner Strategy, Implementation, Enrollment, Motivation and Training – successful in building long term relationships by inspiring confidence and credibility enabling business growth
- Effective Client Management and Relationship Skills : Managed Key Accounts to understand client needs and provide optimal cost-effective solutions, sustaining long-standing relationships

PROFESSIONAL EXPERIENCE

1. MOTWANE Manufacturing Co. Pvt Ltd for the Motwane Security Division

Market Leaders in Testing & Measuring Equipments (T&M), the Company launched its Security products OEM business in 2018 manufacturing the full range of **Entrance Control product lines** e.g, Tripod Turnstiles, Flap Barriers, P-Gates, Swing Lane Barriers, Full Height Turnstiles, Boom Barriers etc. from its factory in Nashik.

Role : Asst General Manager – Sales (Feb' 2019 – Feb' 2020)

Headed Sales pan India for this start-up operations of Motwane Security Business Division in India., generating revenue through project participation in the Commercial, Corporate and Govt / PSU segments viz, Infrastructure, Industrial projects. Development of System Integrators / Channel Partners and major Consultants and PMC's

Role and Achievements

- Recruitment and Development of the Sales and Service team pan India. New Product Development initiatives by engagement with Industrial Designers.
- Developed potential Channel Partners and System Integrators. Engaged with about 300+ System Integrators including large partners such as Honeywell, Schneider,

Siemens, JCI, L&T, Wipro, Mantra Softech, etc. Developed SI's and projects in Regional Markets

- Executed some prestigious projects for Entrance Control solutions e.g, Ascendas IT Park (Gurgaon), Ahmedabad Metro (P-Gates), Quest Co-works (Turnstiles), SKF Bangalore (Flap Barriers), Faiveley Transport (Flap Barriers), KIA Motors (Boom Barriers), Acme Solar (Boom Barriers), Future Group (Aadhar) Flap Barriers.
- Few key projects executed with PSU's e.g, NTPC, Patna (Flap Barriers), IOCL Baroda (Boom Barriers), BARC (FHT), IGCAR (DAE, FHT), NHPC (Boom Barriers), etc. Participated in various bids with Govt / PSU's e.g, IOCL, HPCL, NTPC, NHPC, BEL etc. and executed some projects with them.
- Focused work with about 30+ leading Consultants and Architects pan India to get the process of product and Motwane brand approval for their projects. Also worked with some of the turnkey Consultants and EPC's e.g, NBCC, WAPCOS, PwC, E&Y, KPMG, G P Mathur etc. for the product approvals.
- Developed SI's in the NHAI Toll Road segment to build sales for High Speed Boom Barriers through SI's catering to Highway projects.

2. AUTOCOP India Pvt Ltd, Facility Security Division as Regional Manager – West (April 2018 to December 2018)

Handling West region Sales for Fire Alarm, CCTV, Access Control, Intrusion Alarm and IBMS products through System Integrators and Channel Partners and Key projects in Maharashtra, Gujarat and Goa region.

- Channel Management and development of SI's for sales and promotion of distribution brands (UTC, GST, Vivotek, Milestone, HID, DSC, Honeywell, etc.) and ensure service.
- Focus on key projects in the region and develop SI's to bag key projects by promoting products and solutions to the end-users
- Achievement of monthly revenue targets product-wise and market-wise by ensuring homogeneous distribution in the region to 1000+ accounts, and timely collections.
- Team development and support of Sales team by mapping key customers and projects and solution selling to customers
- Development of Key Consultants, Architects and PMC's and ensuring project mapping and value proposition for key projects through partner SI's.

3. GLOBUS Infocom Ltd

Leading OEM & Distributor of CCTV Surveillance (**CP Plus brand**), Digital Signage & Display and IT Automation solutions in Education Technology, a leading Solution Provider and System Integrator. The Company is also registered on Govt e-Marketplace (GeM) for catering to Govt segment customers through its Channel Partners

Products : CCTV Surveillance, Video Walls, Video Conferencing, Multimedia Projectors, Interactive LED Displays, Digital Podiums, Interactive Touch Panels, Information Kiosks.

Role : Sales Head – West (January 2017 – November 2017)

Headed Sales for the Western region, handling System Integrators for revenue & collections. Developing potential projects in the Corporate and Government segments e.g, Defence (Army and Navy), Education (Universities, Schools), and Infrastructure segments viz, Smart Cities.

Role and Achievements

- Worked with various Govt Customers in the District Collectorate, Directorate of Technical Education (DTE), Dir of Vocational Education & Trg (DVET), Zila Parishad, RUSA and TEQUIP for Smart Classroom projects for our products to generate sales.
- Achieved major orders with Naval Dockyard for CCTV for Rs 41 Lacs. CTL Infotech order for Textile Ministry for Rs 10 Lacs. BSNL order for CCTV for 14 Lacs. Pune Dental College through Step Computers for Rs 10 Lacs. Aurangabad University Smart Automation projects for Rs 54 Lacs. Bharat Electronics Ltd for Rs 17 Lacs.
- Also promoted our products and solutions through Sterlite Industries, L&T, Honeywell, Wipro, Mahindra SSG, CMS Computers, S&W, Tata Projects, TCS etc.

4. TELESTE Corporation

Leading Finnish MNC (OEM) in CCTV & Video Surveillance Solutions, Command & Control, and Passenger Information & Display Solutions (PIDS).

Products include CCTV & Video Surveillance solutions, open platform VMS, Networking, High Availability NVR's, Storage Servers, Video Walls, Encoders, PoE Switches, and state of the art Command & Control Centre solutions.

Role : National Sales Manager – India (Sep 2015 – Dec 2016) Headed Sales for this start-up operations of Teleste in India. Developed Corporate and infrastructure segments viz, Smart Cities, Industrial projects, Rail and Metro, and BRTS.

Role and Achievements

- Developed the Govt / Infrastructure segment customers. Getting products specified for Smart City projects e.g, Nagpur, Hyderabad, MP, Varanasi Smart City projects. Worked closely with Consultants in the infra space e.g, PWC, E&Y, KPMG, VBSof India, Mahindra SSG for Transportation, Infra projects & Smart cities.
- Supported Integrators in bidding for major Smart City projects viz. Hyderabad (€ 4.10 Mn), Noida (€ 400K), Rajasthan 7 cities (€ 2.10 Mn), MP 51 cities (€ 2.0 Mn).
- Worked with all Large System Integrators e.g, L&T, Wipro, Honeywell, Sterlite, Tyco, Siemens, Wipro etc, to support them on Smart City, Airports, Railways/Metro bids.
- Worked closely with the Railways Authorities, RDSO, Metro (DMRC) with major S&T Integrators for the Metro segment e.g, Alstom, Thales, Bombardier, ZTE Corp, etc.
- Developed alliances with principal SI's like TCIL, ECIL, Bharat Electronics Ltd, Keltron, HFCL, and L&T to bid for the Defense projects of IAF, BSF and Naval Airbases in India. Industrial clients like Reliance Industries, Adani for their ports.

5. GUNNEBO India Pvt Ltd. (Entrance Control Business Division)

Products : Physical security – Flap Barriers, Turnstiles, Speedgates, Tripods, Boom Barriers, Bollards, Road blockers, Tyre killers, and Motorised gates.

Role : Regional Sales Manager – West (May 2014 – Aug 2015)

Leading Sales for Western region with specific focus on Key Account Management for Global Accounts, Corporates, Education, Builders, Hospitals, Hotels, Industrial, Govt & Defence. Supervise successful implementation of projects with operations team and Service Business.

Role and Achievements

- Major achievement – Sales of INR 6 Cr in FY'14 for West region out of which notable are Barclays Bank INR 1.5 Cr. and Sanofi. Current year sales developed with Duetsche Bank 40 Lacs, VISA 50 Lacs and Credit Suisse 1.2 Cr.
- Developed Reliance Industries, Adani Group, Essar Oil, Tata Communications Ltd, Jabil Circuits, BASF, with specific focus on entrance control and perimeter security.
- Worked on Airport and Metro gate solutions with principal AFC's to get products approved and develop business in these segments.
- All major Builders (Lodha, Marathon, Akruti, K Raheja, L&T Realty) worked closely for their Commercial projects. Marriott, Radisson and Taj Hotels developed.
- Worked with all Principal System Integrators e.g, Honeywell, Tyco, Schneider, Siemens, Wipro, and Johnson Controls.

6. TYCO Fire & Security India Pvt Ltd.

Leading US MNC in Fire & Electronic Security Products and IBMS solutions.

Solutions in Fire Detection (Simplex), Gas Suppression (Ansul), CCTV Surveillance, PAVA, Access Control, IBMS solutions (DDC Controllers). Handled OEM brands - Honeywell, UTC.

Role : Regional Sales Manager – West (Project Sales) (Dec 2011 – Feb 2014)

Leading the Team in driving Sales for the region. Supervise successful implementation of projects with operations team.

Achievements

- Achieved a Sales of INR 22 Cr (USD 4.1 Mn) in FY'13 for West region out of which INR 14 Cr (USD 2.6 Mn) Sales achieved in Mumbai.
- Clients developed in sectors like Automotive (Fiat), Chemical (BASF), Pharma (Sun Pharma, MAL) etc.
- Focussed development of Key Global Accounts e.g, J P Morgan, P&G, TCS and SBI datacenter. Hospitality sector developed – Taj Group, Radisson Hotels.
- Builders developed – Lodha (Supremus IT Park), K Raheja Builders, and L&T Realty.
- Development of Consultants, Architects & PMC's like Spectral (Aecom), Eskayem, ITS, JLL, C&W, Knightfrank etc. with focussed participation in tenders and projects.
- Got the Eagle award for best support performance for Sales in the region in 2012.

7. SCHWEITZER SYSTEMTEK India Pvt Ltd

Leading IBMS System Integrator and Solution Provider (Electronic Security)

Having principal tie-ups with leading OEMs in the industry, majorly Honeywell products.

Role : Regional Manager - West (July 2007 – Nov 2011)

Responsible for Total Sales and Operations including Project Execution for Western Region.

Achievements

- Increased the turnover from INR 1.5 Cr in 2007 to INR 8.0 Crs in 2011
- In the 1st year, acquired 12 new Customers with orders of Rs 10+ Lacs from each.
- Got best branch performance award for Sales and projects for the last 2 consecutive years. Developed a strong sales and project engineering team.
- Got major breakthrough with SevenHills Hospital order worth Rs 2.5 Cr (USD 466K) for Fire Alarm systems alone. Other orders from Fortis and Tata Memorial Hospital.
- Builders segment developed like Lodha, Marathon, Raheja, Lotus group for Commercial and IT Parks for order values of 6.5 Crores (USD 1.2 Mn) in the last year
- Responsible for acquiring many customers across various other segments like retail, hotels, logistics, manufacturing, etc.

8. AUTOCOP India Pvt. Ltd. Mumbai. Facility (Electronic Security) Division

Role : Branch Manager - Mumbai (Feb' 2007 – June' 2007)

Security Division being in start-up phase, setting up the Channel of Dealers & System Integrators. B2B sales to the Corporate, SME, Corporates, Hospitals, Industrial and Hotels

Achievements

- Signed up with 2 Channel partners in the first 5 months in Mumbai.
- Business strategy, set up Sales and Operation Teams and developed processes.
- Conducted dealer meet, seminars, demo for new and existing products for customer.

9. ZICOM Electronic Security Systems Ltd

Role : State Manager - Mumbai (Nov' 2005 – Jan' 2007)

Reporting to CEO of the CSG Group, of their packaged Electronic Security Solutions products viz, Home Automation, Video Door Phones, Intrusion Alarms and CCTV systems.

Achievements

- First to appoint 6 Distributors, 4 Franchisees & 6 DSA's in Mumbai, with retail placement record of 30 consumer retail outlets in the first 6 months of launch.
- Achieved Primary Sales to Distributors of Rs 4.5 Cr in the first quarter of launch.
- Got best branch performance award for the first year of operations.

10. EUROKIDS International Pvt Ltd. (formerly EGMONT Imagination India Ltd)

“Disney Branded Toys and Childrens' Books industry”

Wholly owned subsidiary of Egmont International of Denmark, World's largest manufacturer of Disney branded Childrens' books and Toys, which later diversified into “Eurokids”

Role : Regional Manager - West, promoted from ASM (East) - (June 2000 – Oct' 2005)

Achievements

- Developed entire Eastern region by appointing 8 Super Distributors in the East, serving 28 Dealers and distributing through 500 retail outlets.
- B2B sales to FMCG (Cadbury, Coke), Pharma Companies, Jet Airways, Air Sahara

- Got best performance for 2 consecutive years both in the Eastern and Western region
- The first phase of Eurokids pre-school franchisees were also signed-up successfully.

11. BELL Ceramics Ltd. “Market Leaders in Ceramic Wall & Floor Tiles.”

Role : Sales Executive – East (Kolkata) – (Aug’ 1996 - May’ 2000)

Sales for the entire Eastern Region - West Bengal, Bihar, Orissa and North East.

Achievements

- Developed the entire Eastern Region Territory by appointing 32 Dealers.
- First to open-up C&FA operations in North East, appointing sub-dealers under them.
- Established Sales Turnover growth from 3 Cr at inception to 22 Cr in four years.

12. KONARK Paints & Chemicals, ORISSA

Role : Sales Executive, Bhubaneswar (July’ 92 – May’ 94)

Manufacturing Company for Chlorine and Epoxy based paints and Emulsions for use in residential and industrial applications.

Achievements

- Establishment of entire Dealer network of 16 Dealers in Orissa.
- Development of Builders segment, Paradip Port Trust to achieve targeted objectives.

QUALIFICATIONS

- **PGDBM** (2 year full-time residential programme, 1994-96) with Major in Marketing from **FORE School of Management, New Delhi** in the First Divn.(61.30 %).
- First Class **B.Sc. with Distinction in Physics Honours** (special paper in **Electronics**) from **Sambalpur University, Orissa**.
- First Divn. in **H.Sc. in Science** from G.M.College Sambalpur, conducted by CHSE, Orissa.
- First Divn. in **ICSE Examination** from **St Joseph’s Convent High School, Sambalpur**, conducted by ISCE, New Delhi.

PROFESSIONAL DEVELOPMENT

- Received the **“Tyco – Eagle Award”** for FY’13 performance in Sales for the West region.
- Attended **Egmont Asia Marketing Training meet** held in **Beijing** in April’ 2002, a five days training programme on **brand-building through customer focus**.
- **Scored 96.24 Percentile** (National) in the **Test for Employability as Manager** (TEM-Feb’96), conducted by **All India Management Association (AIMA)**, Centre for Management Education, New Delhi.

STRENGTHS

- Achievement oriented with an ability to manage change with ease.
- Working closely with customer to propose optimum techno-commercial solution.
- Proven strength in problem solving, coordination and analysis.
- A firm believer in human resource potential with excellent people management skills.
- Excellent communication and presentation skills with good command over English, Hindi, Bengali and Oriya.

HOBBIES & INTERESTS

- Reading business magazines, debating, participating in quizzes, playing cricket, traveling, playing guitar, singing and socializing.

PERSONAL DETAILS

Date of Birth : 5th January 1969

Marital status : Married

Passport No. : K6967032

References : Available on request