

ANIRUDDHA BANERJEE MID-SENIOR LEVEL PROFESSIONAL

Versatile, Flexible, Adaptable, Proactive and Self-motivated high-energy professional, successful in achieving business growth objectives, targeting challenging assignments in **Marketing & Sales(B2B/B2C)/ Business Development/ Team Management / Account Management / Customer Service Operations.**

Executive Profile

- An accomplished professional offering over 14 years of experience in **Marketing & Sales (B2B & B2C), Business Development, Key Account Management, Channel Management, Team Management, Customer Service, Training & Development.**
- Strong believer of and extensive experience in **Consultative Selling.**
- Ability to **think outside the box, multi task and work well under pressure**, to identify issues and work to resolve them in partnership with business leaders.
- **Ability to manage multiple responsibilities simultaneously and effectively and efficiently prioritize and meet deadlines**
- **Proficient in Target achievement** within specified time period or deadline.
- Demonstrated **ability to perform well in a highly dynamic, rapidly changing environment**
- Highly efficient in managing and nurturing Team Members and increase efficiency and productivity.
- Excellence in managing **Inside Sales and Marketing Operations** with focus on achieving desired results.
- Highly skilled at **meeting & setting KPI targets** and planning areas of improvement or development.
- Rich **Marketing & Sales and Operations management experience**; proficient in target achievement, implementing solutions, partnering closely with business leaders & stakeholders to achieve higher levels of efficiency & effectiveness
- Proficient in **ensuring clear lines of communication**, close collaboration to quickly bring right talent to daily operations issues
- Excellent at managing **Key Accounts and stakeholders**, interacting with the clients, preparing reports and managing large teams
- **Keen customer centric approach** with skills in addressing client priorities and resolving escalations within prescribed TAT, thereby attaining client delight and high compliance scores
- Excellence in **recommending improvements** to functionality, creating and delivering quality services
- Managing **resources & staffing**; developing competency among the team members; conducting **interviews** to recruit the right talent & resources, organizing **induction** and **training** new resource on process
- **Cross-functional team player** with excellent interpersonal, communication, analytical and planning skills with proven capabilities in people management and client relationship management

Key Skills

- Marketing & Sales (B2B & B2C)
- Business Development
- Key Account Management
- Strategy Development
- Planning
- Team Management
- Escalation Management
- Client/ Stakeholder Management
- Channel Management
- Reporting & Documentation
- Training & Development



Soft Skills

Communicator Collaborator
Intuitive Innovator Analytical
Motivator Leader Negotiator
Active Listening Strong Work
Ethic Respectfulness Positivity
Teamwork Growth Mindset
Problem Solving

Education & Credentials

- MBA (Marketing & Finance) from ICFAI Business School in 2009.
- B.Com. from South City College, Calcutta University in 2004.

Other Course/Certifications

- **Negotiation Strategy** – Certification from **Michigan University**.
- **Digital Marketing** – Certification from **Google**.
- **Advance Google Analytics** – Certification from **Google**.
- **Web Analytics** – Certification from **Accenture**.
- **Communication and Interpersonal Skills At Work** – Certification from **University Of Leeds**.
- **Business Management** – Certification from **King's College London**.
- **Diploma in Computer Applications** from **NIIT**
- **Retail Banking** – Certification from **ICFAI & HDFC Bank**
- **NISM – AMFI**
- **IRDA Certification**

Professional Experience

Since May' 21

NavGuide Solutions LLP, Kolkata as Head of Sales – SAAS

Role:

- Developed and implemented a multi-channel acquisition strategy for **International clients**, encompassing **B2B** sales of **Mobile Application and Education & Training Module software**.
- Engaged and built **long-term relationships with key external stakeholders** (CFO, CXOs, & Senior management).
- Managing the company's **Marketing and Sales** activities across the globe.
- Spearheaded the company's **partnership strategy**, which encompasses **shipping companies, ship & crew management companies / partners, independent audit/vetting firms and marine training institutes**.
- Increasing market share utilizing a **consultative sales** approach, competitor analysis, emerging tech solutions and opportunities.
- Unearthing **new sales opportunities** through networking and turn them into long term partnerships.
- Built relationships for **strategic partnerships** for profile and **revenue generation** opportunities particularly in the B2B model of operation.
- Collaborated with companies offering learning content and agree terms for embedding referral content in **LMS (Learning Management System)**.
- Lead initiatives to help identify **business expansion and distribution** opportunities within existing and new channels.
- **Established and fostered partnerships and relationships with key customers** both externally and internally.
- Generated revenue through **upselling, cross-selling and re-selling** of the company products to existing clients.
- Created, managed, and optimized multi-channel acquisition campaigns that raises awareness of the company, demonstrate products' leadership in the market, and optimize sales conversion.
- Cultivated excellent **service delivery** to clients with the goal of higher **client retention**, higher **usage** and higher **client satisfaction**.
- Ensured enhancement of sales effectiveness through standardisation of processes, creation of and training the team on standardised sales collateral (PPT, demo, etc).
- Setting, analyzing, and monitoring channel goals, and adjusting strategy accordingly.
- Handled different medium of marketing product, through digital platforms, tele-calls and meeting with clients.
- **Identifying opportunities** to reach new market segments and expand market share.
- Rolling up sleeves to personally create, design, or run initiatives critical to the company.
- Responsible for retaining clients and driving revenue growth.
- Partnered with the underwriting team to design innovative products/propositions (e.g. add ons), drive adoption of products & services and optimise for conversion and profitability.
- **Work closely with Product, Technology and Customer Service teams** to design and streamline processes to deliver best in class service and experience (to customers and partners) right from onboarding to renewal.
- Ensured high NPS, zero escalations, 100% adherence to SLAs / TATs across clients and customers.

Apr'15 – April' 21

P M S Services Pvt Ltd , Kolkata as Sr. Business Manager – Loyalty & Rewards

Role:

- Developed Digital Services solutions for targeted customers – **B2B**.
- Acquired Clients from leads generated through Cold Calling, E-mail Marketing and direct / indirect channels.
- Achieved the desired target for Subscription Sales & Enrollment for client.
- Identified new opportunities & introduce new services.
- Respond to and follow up sales enquiries/leads by email, telephone and client visits with team.
- Understanding clients' requirement and develop a customized solution for Customer Service / Loyalty Program management.
- Client onboarding and operational setup as per client requirement and budget.
- Successfully lead a team of 72 members consisting of Team Leaders, Tele-Sales Executives, Field-Sales Executives, Operations Executive and Customer Service Executives to achieve the desired result or target of respective departments.
- Responsible for managing the sales team, driving team's productivity in order to meet agreed individual sales targets, and promoting the organization's presence.
- Maintained and developed existing and new customers through planned individual account support.
- Managing entire operations of Tele-Sales, Customer Service, Data Processing and Quality Check teams.
- Monitoring utilization of existing resources and manpower, planning targets, monitoring numbers and achievement of overall targets on a daily, weekly & monthly basis.
- Identifying opportunities for cross-selling and up-selling from the member base and design and implement campaigns to achieve the same.
- Review reports from team and prepare reports for management.
- Handling escalation process as per company directives. Coordinating with regions, branches and field executives to resolve customer complaint/grievances within designated TAT.
- Monitoring overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level.
- Designing and streamlining processes to ensure smooth functioning of the business operations, creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance among team members.
- Presenting the executive report to the management highlighting the performance and path being followed to achieve given goals of the business unit.
- Team recruitment, management & development.

Highlights:

- Successfully achieved yearly targets for New Customer Acquisition and Development.
- Successfully planned & implemented Virtual Outlet Enrollment Process, Pre-enrollment Image Audit Process, Asset Tracking operational excellence plans, thereby leading to an increase in efficiency (process and human resource).
- Planned development & upgradation of existing customers into higher tier/ranks of Loyalty Program through Push/Cross Sale.
- Provided high quality services to customers in areas such as Marketing, Product Campaign, Customer Query Resolution, Analytical Report on Audit of Outlet Images, Asset Deployment Technique, Asset Tracking.
- Proven track record of handling customer grievances and complaints.
- Recommended Voice Modulation, Image Audit Training, Quality Check Training, Soft Skill Development training programs for new joiners. Ensured that trainings delivered to the team were put into effect & feedback was given on program success, thereby ensuring a transparent review of acquired talent.

Dec'13-Mar'15

ICICI Bank, Kolkata as Relationship Manager - Wealth Management

Role :

- Assisted clients in making beneficial and strategic decisions regarding investments.
- Provided specialized financial planning support for clients with diverse portfolios and individual needs.
- **Acquired New Clients** in CA/SA to broaden assets and liability base of the portfolio.
- Ensured **achievement of monthly/quarterly/yearly sales targets**.
- Guided clients through compiling important financial histories and documentation for evaluation.
- Kept client financial plans optimized for current market trends and economic conditions.
- Offered **friendly and efficient service to customers**, handled challenging situations with ease.
- Developed strategies on investment planning to help HNI clients achieve their financial goals.
- Analyzed financial information obtained to determine strategies for meeting client's financial objectives.
- **Successfully achieved Insurance, Mutual Funds Investments, Credit Card, Loans, target along with CA/SA growth targets, Customer Acquisition targets, Product Cross Sell targets.**
- Driven customer focused initiatives and be the single point of contact for all tactical and critical scenarios.
- **Providing best in-class service to clients covering all their banking needs including bank/3rd party products to become their banking partner of choice.**
- **Ensure compliance to internal guidelines and regulations by conforming to SOPs, circulars and KYC processes of the bank.**
- Interacted with clients periodically to determine any changes in their financial status and understand any sudden requirements. Resolved queries of all mapped clients within the specified TAT.
- Evaluated client's accounts and plans regularly to determine whether life changes, economic changes, environmental concerns or financial performance indicate a need for plan reassessment.
- Conducted risk profiling of clients by conducting secondary research for better advisory in investment needs and using SAS Interface for preparing transactional data, profiler & statement analysis.
- Spearheaded projects to reach-out to clients for linking Aadhar to the account, prepare term deposit, account opening, re-KYC activity to check AML and fraudulent activities through Finacle I core platform.
- Delivered periodical training to new hire, team members, employees of branch & cluster about adherence to the bank's policy on AML (Anti Money Laundering) & KYC (Know Your Customer) procedures as well as compliance requirements of regulatory authorities like RBI/SEBI/AMFI/IRDA.
- Processed savings account, current account, deposits, asset products.

Apr'09-Dec'13

Amit International Pvt Ltd, Kolkata, as Team Manager – Projects Sales

- Managed marketing & sales function in the assigned region with a team of Business Executives by gathering the requirements and developing sales strategy.
- Successfully achieved sales & revenue target for High-end luxury apartment sales.
- Manage a team of sales executive & tele marketers.
- Handling Corporates and HNI Clients.
- Create and conducts sales proposal presentations for corporate clients.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Following up the sales proposals and activities and deliver monthly precise and up to date sales reports.
- Identify, select and manage external agencies for optimal results.
- Database management.
- Impart product knowledge and training.
- Established customer through up-sell/cross-sell to existing customers to achieve revenue and order intake targets and built excellent relations / rapport with the existing customers.
- Generated business through channel partners.
- Partnered with the top-management to plan development strategy for the region.

Previous Experience

Jul'04-Dec'06

Sarkar Realtor Pvt. Ltd., Kolkata, as Sales Executive

Internship

At ICICI Bank Ltd.

- **Title:** Customer Analysis on Perception of ULIP (Unit Linked Insurance Policies)
- **Duration:** 14 weeks

IT Skills

- MS Office (Word, Excel & PowerPoint)
- Internet Applications



Personal Details

Date of Birth: 30th October 1981

Languages Known: English, Hindi and Bengali

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