**Sumeetsingh Punjabi**



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Opp Happiness,

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**Present Location:** Mumbai

**Summary:**

BE (Comp Science) + MBA in Marketing from IMT Ghaziabad with 3+ years of work experience as a Product Consultant/Business Analyst in Cloud ERP/CRM Domain.

**Key Skills:** Business Analysis, Requirement Analysis, Requirement Gathering, CRM, ERP, SaaS model.

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| **PROFESSIONAL EXPERIENCE** |  |  |  |

## **Product Consultant/Business Analyst CRMnext (July 2014 – Present)**

CRMnext is an award winning Commutable Cloud Customer Relationship Management product. It is available on both, public cloud, and private cloud, with proven large installations of 40,000+ users each. It has to its credits the largest single platform banking CRM implementation.

**Key Assignments/ Initiatives**:

## Continuous engagement with clients to understand the existing client application landscape and CRM requirements.

* Preparation of Scope and Requirement Documents (BRD).
* Collaborate with technical, production, and business teams to ensure full life-cycle implementation and project delivery.

## **Systems Engineer, Cloud ERP (SaaS) Solutions for SMEs** **TCS (Nov 2009 – May 2012)**

**Key Assignments/ Initiatives**:

* Co-ordinating with the customer on a daily basis as a single point of contact for project delivery and post production customer on-boarding for the application delivered.
* Appointed at Client Side for conducing the first online AIEEE for CBSE in the year 2011. Responsible to handle external stakeholders, viz. School Authorities and CBSE Officials and getting the examination infrastructure set up for smooth execution of examination.
* Liaison of the team to co-ordinate within the company verticals viz Quality Assurance Team, Infrastructure Team and the Framework Team as well as other solution teams viz. CRM, Procurement, Payroll and HRMS.
* Knowledge of Web Technologies, MDM and databases (SQL).

## **CRM and Marketing IDBI Federal Life Insurance Co Ltd. (Apr 2013 - Jun 2013)**

**Project Brief:**

* Growing business which involved generating leads, cold calling, interaction with potential customers and maintaining relationship with them.
* Understanding current set up and coming up with suggestions to improve the CRM process of IDBI Federal Life Insurance Co Ltd.

**Deliverables:**

* Exceeded the sales target by 30%, highest by any summer intern.
* Identified and documented customer need gaps in the insurance sector.
* Recommended process additions to improve the existing Customer Relationship Process on the basis of the hands-on sales experience.

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| **EDUCATION** |  |  |  |
| **Qualification** | **College/ University** | **Year** | **CGPA/ %** |
| PGDM – Marketing | IMT Ghaziabad | 2014 | 76.80 |
| B.E.(CS) | Dharmsinh Desai University, Nadiad, Gujarat | 2009 | 67.82 |
| XII | St Joseph’s Convent / Gujarat State Education Board | 2005 | 79.08 |
| X | St Joseph’s Convent / Gujarat State Education Board | 2003 | 86.29 |

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| **PROJECTS UNDERTAKEN** |  |  |  |

1. Short Term Project: [ Theek Kar Do, Startup]

Theek Kar Do (TKD) is a one-stop repair centre for all issues one faces with his home appliances and offers pocket friendly solutions to the customers and compete with the unorganized establishment. Domains covered under the project are as follows:

* **IT:** Understood the basic requirement for their day to day operations, came up with a simple application which would help to standardize customer experience and improve efficiency.
* **Business Growth:** Generating Leads, Cold Calling, interacting with potential customers for Annual and Society Maintenance Contracts.
* **Operations:** Interaction with Customers and Technicians to streamline the communication flow. Handling Customer Requests and redirecting to the Technician to improve the response time.
* **Rate Card Development:** Developed a rate card for all the repair services to bring in standard pricing and improve transparency.

1. Academic Project: Project Khoj – Controlled Coverage Expansion [Colgate Palmolive ]

* Identified the gaps in the existing Colgate Palmolive coverage in South West Delhi region.
* Assessment through field work to analyze the reasons for the gaps.
* Piloted various alternative coverage options available to fill the gaps.

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| **AWARDS AND ACHIEVEMENTS** |  |  |  |

* Campus Finalist, Mahindra War Room 2013 at IMT Ghaziabad.
* National Finalist, Hyundai Global Youth Challenge 2013 at IMT Ghaziabad.
* Recipient “iON Commitment Award”, April 2012 at TCS.
* Received “ILP Top Performer”, June 2010 at TCS.

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| **EXTRA CURRICULAR ACTIVITIES** |  |  |  |

* NGO Volunteer: Automated the day to day unorganized processes of Community Radio Madhuban (90.4 FM), Mount Abu which improved the efficiency of their operations.
* Member of MarkUp - Marketing Club (IMT Ghaziabad). Activities: Corporate Interaction & Event Organisation.
* Represented Dharmsinh Desai University at West Zone Badminton Tournaments.