



A. KUMAR

HEALTHCARE | BANKING | IT & E-COMM | REAL ESTATE
 MOBILE: +91 9818 293 459 EMAIL: kumarakant786@gmail.com ADDRESS: Central Delhi

Proactive, diligent and a strategic professional with **15+ years** of global, multi-sector, diverse experience across industries in “**setting up a startup**” to “**scaling up business**” to “**managing turnaround**”. Have fundamental key strengths in delivering to vision of the organization, the service levels that leads to excellent customer service and satisfaction.

AREA OF EXPERTISE

- ✓ Corporate Tie Up
- ✓ Product & Service Management
- ✓ Negotiation & Contract Management
- ✓ Corporate Presentation
- ✓ Client Management
- ✓ Key Account Management
- ✓ Channel Partner Sales
- ✓ Investment Management
- ✓ Industrial Sales
- ✓ Portfolio Management
- ✓ Luxury Lifestyle Services
- ✓ Lead Management
- ✓ Compliance & Regulation
- ✓ International Business
- ✓ Collection Management
- ✓ Accounts Receivable

ACADEMIC CREDENTIALS

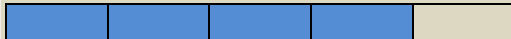
X – ICSE, St. Joseph’s Academy, Dehra Dun, 1997
XII – ISC, St. Joseph’s Academy, Dehra Dun, 1999

B.Com (HONS)
 Sri Ram College Of Commerce (SRCC)
 Delhi University, **1999-2002**

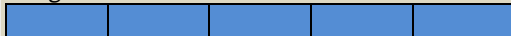
M.Com (MARKETING)
 Sri Ram College Of Commerce (SRCC)
 Delhi University, **2002-2004**

SKILLS

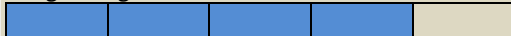
Communications



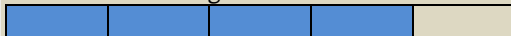
Negotiation



Organizing



Teamwork Planning



TECHNOLOGICAL PROFICIENCIES

- ✓ Salesforce CRM
- ✓ Go-To Webinar
- ✓ Zoom
- ✓ Cisco WebEx
- ✓ Zoho
- ✓ Hubspot
- ✓ G-Suite
- ✓ Cirrus Insight

PROFESSIONAL EXPERIENCE

UTTAM GROUP

Head Business Development & Marketing (February 2014 – Present)

UTTAM GROUP is in the business of **Manufacturing & Distribution** of Medical and Industrial gases, High Pressure Lightweight Gas Cylinders, Allied Equipments and Solutions.

Responsibility:

- ✓ Meeting & giving **presentations** to **(B2B)** Portfolio of Top Centers of Excellence (Owner, Director, Chairperson, MD, CFO, CDO, CTO, Human Resource Head, Purchase Head etc).
- ✓ Responsible for **Corporate Tie-Up (B2B)** & framing, drafting and negotiation of **contracts & agreements**.
- ✓ Identifying & prospecting the potential new clients & decision makers and building a **robust pipeline of opportunities** by meeting them & by growing, maintaining and leveraging the network, turning this into increased business.
- ✓ Designing & implementing effective business sales strategies to **increase the profitability** and meet the **organization's goal**.
- ✓ Plan & work with team to **develop proposals & pricing** the service's as per **client's needs & objectives**.
- ✓ Generating the **referral business** through clients & ensuring **customer satisfaction** by timely responding to all customer requests.
- ✓ Attend industry functions, such as association **events & conferences** and provide feedback and information on market and creative trends to management.
- ✓ Create **brand awareness** amongst potential **(B2B) decision makers** in order to engage & **strengthen corporate partnerships**.
- ✓ Designing and implementing a **360 degree marketing strategy** (online & offline) to align with business goals
- ✓ Leading the strategic thinking on the brand, developing and executing the **marketing calendar and campaigns** & providing leadership to direct reports and cross functional teams to **successfully deliver the outcomes**.
- ✓ Design and deliver **multi-channel digital campaigns** (social, display, search) that reach target audiences, generate leads, acquire new customers, and fuel growth.
- ✓ Work on **cross-brand collaborations** with influencers, designers and brands with **similar target audiences** to increase **brand visibility and awareness**.
- ✓ Understand and manage **department Budget/Expense** & plan **ATL & BTL activities**.
- ✓ Measure the effectiveness of marketing campaigns/activities using established metrics to show pipeline and revenue contribution.
- ✓ Successfully leading & motivating a team of **15+ members** to meet the monthly agendas and ensuring general discipline in team as per company guidelines.
- ✓ Team management & providing on **job training to field force** & team to reinforce company policies and drive business.

Achievements:

- ✓ Strategic Alliance with **350+ (B2B) Corporate** (Embassies, MNC, Luxury Lifestyle Services, Financial Institution, IT & E-Commerce, Hospitals, Diagnostic Centers, Dental & Eye Center, Pharmacy, Fitness Center, Air Ambulance etc) **globally**.
- ✓ Managing **40+ (B2B) Facilities** in **US, UK, Singapore, Germany, Thailand, Nepal, Sri Lanka, Bangladesh & Pan India**.
- ✓ Managing **60+ Channel Partners** in **US, UK, Singapore, Germany, Thailand, Nepal, Sri Lanka, Bangladesh & Pan India**.
- ✓ Recognized for holding **individual sales & account achievements** of **100%** by taking initiatives to explore new market segments.
- ✓ Ramped up the profits (**within a span of 2 years**) by tapping **Tier 1 & 2 cities**, enhancing the **brand visibility** & accelerating the business by **25%**.
- ✓ **Average Sales** achieved by self every year **INR 2.85 Cr+**.
- ✓ **Quote Vs Closure** ratio being the highest in the company **65%**
- ✓ Built a **strong Pipeline** Year on Year **up by 60%**.

IT SKILLS

- ✓ MS Word
- ✓ MS Excel
- ✓ PowerPoint
- ✓ MS project

SOCIAL RESPONSIBILITY

- ✓ Active **Member of BREATHE EASY INDIA** that support under privileged children suffering from various conditions.
- ✓ Active **Member of YUVA UNSTOPPABLE** that improve the basic infrastructural amenities by partnering with corporate houses.
- ✓ Active **Member of HELPAGE INDIA GROUP** working with & for disadvantaged elderly people.

BEYOND CURRICULUM

- ✓ **Dr P L Bhatia Cricket Championship** League - 2015, 2016, 2017, 2018 & 2019
- ✓ **Runner-Up in Uttam Group Badminton Championship – 2017**
- ✓ **Sports Prefect, BADMINTON, St. Joseph's Academy, Dehra Dun (1997 – 1999)**

PERSONAL DETAILS

Date of Birth: 26th July, 1981

Marital Status: Married

Nationality: Indian

Languages Known: English, Hindi

Father's Name: Mr. B. P. Singh

Linkedin: www.linkedin.com/in/a-kumar-166016b8/

RIBAK INFRASTRUCTURE PVT LTD

Manager - BD, Sales & Marketing (April 2011 – January 2014)

RIBAK INFRASTRUCTURE provides comprehensive range of infrastructures and integrated Real Estate Services to MNC, HNI, NRI, Investors, Developers, and Industrialist.

Responsibility:

- ✓ Experience in sales of **premium and affordable residential/commercial projects**. Working on the leads for closure of the deal and keeping up regular follow ups.
- ✓ Giving **advisory services** for **investments** in residential and commercial properties. Created & maintained Real estate portfolio for the Investors by studying the competitors pricing and strategies.
- ✓ Responsible for **Strategic Alliances/Tie-ups** with corporate for promotional activities to generate more client base & to build up on the **brand image** of the company.
- ✓ Managed & expanded **broker network** & improvised new incentive and sales schemes for the effective approach & monitoring **team performance**.

INFOPRO WORLDWIDE INDIA LTD.

E-Business Developer (April 2010 – March 2011)

Infopro Worldwide India Ltd provides small business websites with Search-Engine-friendly, industry-specific content, top -notch designs and webmaster support-all at affordable prices.

Responsibility:

- ✓ Plan and managed **global personal business portfolio** according to an agreed market development strategy so as to optimize quality of service, business growth and customer satisfaction.
- ✓ Identified and developed the market for generating new business & developing new clients by providing customized services to them while retaining existing business.
- ✓ **Website Development, Search Engine optimization**, Email marketing, Pay per Click Campaign, Marketing Materials, off Page and on Page Optimization etc.

ROYAL BANK OF SCOTLAND, DUBAI

Assistant Banking Officer (March 2009 – March 2010)

Royal Bank of Scotland has a branch license and operates out of Dubai International Financial centre, offering debt capital markets, risk management and advisory services.

Responsibility:

- ✓ Managed own **individual portfolio** and make **investment decisions** and share in the value created as a result of investment ability.
- ✓ Handled a Portfolio & strive to achieve **portfolio return targets** in terms of **absolute liquidation** & pay back periods & analyze **portfolio performance** in terms of INR, NPV and payback periods etc.
- ✓ Perform **Risk assessment** and subsequent referral of Portfolios/ individual debtors to our external panel of Solicitors.

GLOBAL VANTEDGE (ESSAR GROUP)

Subject Matter Expert (January 2006 – February 2009)

Global Vantage Private Limited was promoted by **Chrys Capital**, a venture capital firm. Global Vantage specialized in delinquency management and credit services.

Responsibility:

- ✓ Managed **early stage/late stage Collection and Recoveries**,
- ✓ Designed training structure, managed teams, incentive structure, target setting procedure, coaching and feedback process, Client meeting, conference call and weekly calibrations with client and Daily business operating model.

C & S COMMUNICATIONS INDIA LTD, (DALMIYA GROUP)

Executive Operations (May 2004 – January 2006)

Colwell & Salmon specializes in providing high-end customer interaction solutions through its US and India based delivery centers.

Responsibility:

- ✓ Sales & marketing of Accounting Software like **SAGE CRM, MAS 90, MAS 200, MAS 500, ACCPAC ERP and PEACHTREE** globally.
- ✓ Provided **integrated solutions** that automate all areas of business management including CRM, Accounting, Distribution, Manufacturing, HRM etc.