

SANDEEP SONI

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Key Skills

Strategic Business Planning

Sales Strategies/ Business Models

Business Development/ Marketing
& Brand Building Strategies

P&L Management

Budgeting & Forecasting

Account Growth & Revenue
Maximization

Credit Risk Assessment

Key Account Management

Team Management

Result oriented professional, resourceful in synergizing sales, marketing, product, process & policies towards brand building & enhance market share in a multi-cultural environment,

Targeting leadership role in Strategic Sales & Business Development, P&L Management & Key Account Management with an organisation of repute

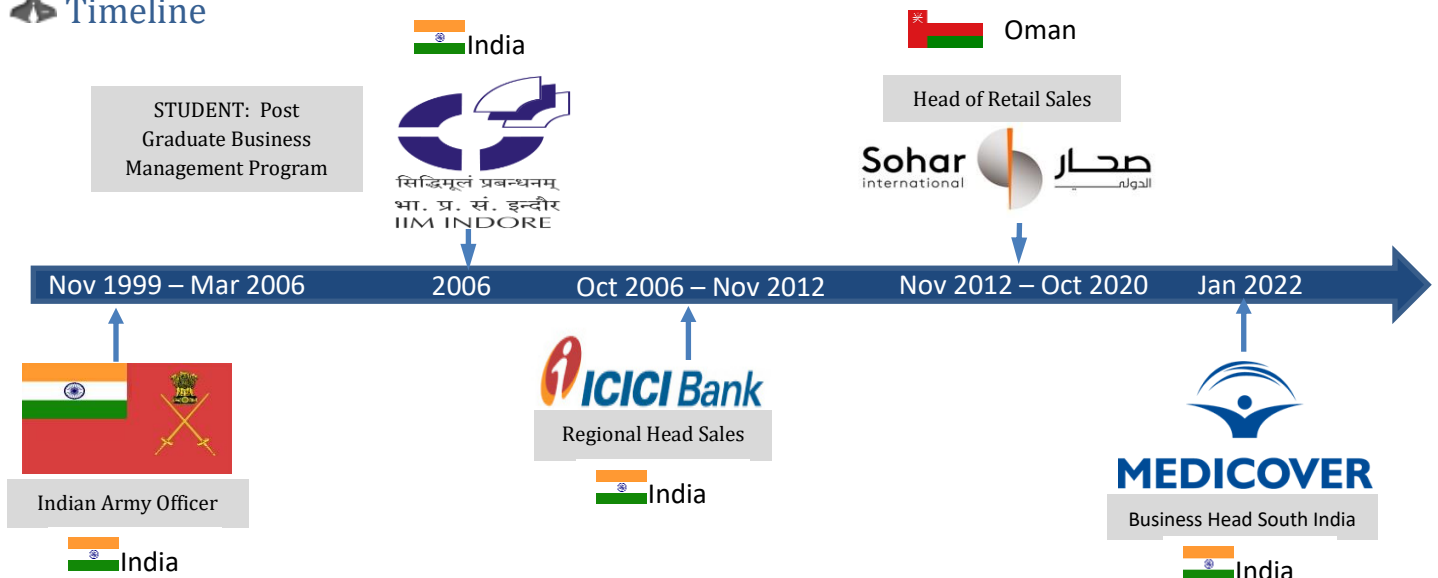


Profile Summary

- Top Management Professional, an alumnus of IIM - Indore, & a former Officer in the Indian Army.
- 21+ years of experience in Business Development, Leadership, Sales & Marketing, Strategy, Channel Management, Distribution Management, Revenue Maximization & Cost Optimization.
- Competency in
 - Managing teams
 - Revenue growth
 - Customer retention, & acquisition
 - Key Relationship management
 - Building up sales & operations structure from scratch.
- Synchronising marketing, sales, service, and operations
- Marketing expertise in conducting industry & market analysis, developing, and implementing growth strategies and marketing plans to assist business planning and brand communication for products / services
- Excellent communication & leadership skills known for establishing and sustaining valued networks and creating strategic alliances



Timeline



Work Experience

Business Head South India @ Medcover Healthcare Hyderabad : Jan 2022

Key Result Areas:

- ⦿ Responsible for business expansion in South India
- ⦿ Managing **Revenue Income** & Leading a large team deployed across South India.
- ⦿ Spearheading the project of Business Acquisition or new Set-up.

Head Direct Sales & Business Development @ Sohar International Bank, Muscat Nov 2012 to Oct 2020

Key Result Areas:

- ⦿ Responsible for **Revenue Income** & Leading a large team deployed across the country.
- ⦿ Spearheading business growth of **all Financial Products** (Assets, Liabilities, & Third-Party products etc.)
- ⦿ Controlling **Credit Appraisals**, and **Risk Management** for **Lending operations**
- ⦿ Planning, preparing, and **budgeting** with **cost optimization** for sales promotions and marketing activities.
- ⦿ Defining and steering a comprehensive **go-to-market strategy** and plan
- ⦿ **Synergizing sales, marketing, and product**, process & policies towards brand building & **enhancing market share**.
- ⦿ Analyzing latest marketing trends & **tracking competitors'** activities and fine-tuning marketing strategies
- ⦿ Motivating the business partners to capture the target market and achieving desired target sales.
- ⦿ Identifying and evaluating improvement areas & implementing measures to maximize customer satisfaction levels.
- ⦿ Ensuring smooth flow between marketing, sales, operations and customer service
- ⦿ Building and maintaining healthy business relations with third party product distributors.

Highlights:

- ⦿ Established & implemented the entire sales structure for outbound and inbound sales of financial products.
 - Sales of Car Loan, Personal & Housing Loans & Credit Cards with an outbound sales team
 - Sales & Promotion of Gold Loan for the first time in Muscat / Oman
 - Sourcing highest CASA growth through Savings, & Salary Accounts from Top Corporate
 - Tele-Sales, SME & MSME Sales, as well as Islamic Banking Sales for Sohar Islamic (Bank's Islamic Window)
 - Sales of E-Floos, (Mobile Wallet) The First of its kind Mobile Wallet in Oman.
- ⦿ Achieved cost optimization initiatives year-on-year
- ⦿ Reframing the sales procedures for Non-Resident Banking, Branch Sales, Field Sales & SME Sales
- ⦿ Refined the Credit Control policies of Personal Loan, Gold Loan and Credit Card Products, Auto and SME Loans, in coordination with other stake holders.

Regional Head Sales @ ICICI Bank Ltd in Hyderabad : Oct'06 - Nov'12

Key Result Areas:

- ⦿ Lead Sales & Marketing initiatives for New Client Acquisition, Servicing Existing Clients, & Re-activating Dormant Clients, spread across all branches of AP Region (Hyderabad & Vizag being Top Cities)
- ⦿ Lead a team of 10 - 12 Relationship Managers & 170+ Junior Officers
- ⦿ Test Pilot a Special Project Team for Tab & Phone Banking, for leads closure
- ⦿ Generate & maximize revenue by cross-selling 3rd Party Products
- ⦿ Retain corporate clients by Cross-Selling alternate Banking Channels &
 - Cross Selling: Asset Facilities like Small Corporate / Retails Loans, Credit Cards and so on to employees
 - Life & General Insurance options for corporate
- ⦿ CASA and Fee Income growth and devise sales & marketing strategies to achieve the same
- ⦿ Plan, organize, and conduct Promotional & Marketing Events in various Corporates
- ⦿ Training & development of the assigned team, and newly inducted Branch Managers

Highlights:

- ⦿ Developed the **Delhi Cantonment Area as a potential area for business with ICICI Bank**.
- ⦿ Managed **sales of FDs & Special SB Accounts** from TASC Customers and Defence Establishments for 17 branches in West Delhi Region from Oct'06-May'07
- ⦿ **Talent Pool Member** & Winner of the '**Silver Star**', & '**DNA Exemplar Anchor Award**'
- ⦿ Elevated to the **Grade of 'Chief Manager - I'**, and Rated 1, for FY 09-10
- ⦿ Sales Trainer in '**Train The Trainer Program**' in Nov 09 & **Prestigious Leadership Mentoring Program**
- ⦿ Planned, organized and conducted '**ICICI Bank Master Minds**' Quiz Contest for 3 years continuously.
- ⦿ Created and submitted a **Product Launch Template** for the Bank.



Previous Experience

Oct'99 – Mar'06: Indian Army

Key Result Areas:

- ▶ Protecting the territorial sanctity of the Republic of India.
- ▶ Leading combat teams in highly demanding circumstances
- ▶ Setting personal examples as a leader to motivate the team and achieve seemingly impossible tasks.

Highlights:

- ▶ Carried out flawless combat operations in Kargil without any casualties, post Kargil War.
- ▶ Planned and organized operations with 200 troops, in Deserts of Bikaner border
- ▶ Led a team of about 135 men for 2 yrs to counter militancy in Poonch sector, Jammu & Kashmir.



IIM Indore Internships

Organization: ABN AMRO Asset Management, Nariman Point, Mumbai

Guide: Mr. Suren Kochhar, VP Sales & Marketing (West & East India)

Organization: Shrenuj & Company, Diamond House, Charni Road, Mumbai

Guide: Mr. Avinash Tewari, Executive Advisor to MD



Education

- ▶ **Post Graduate General Management Program for Defense Officers** from IIM Indore in 2006
- ▶ **B.Sc.** from MVM College, Vikram University, Ujjain, MP in 1999



Extracurricular Activities

- ▶ 'Duke of Edinburgh's International Award for Young People'
- ▶ NCC 'C' Certificate with 'A' Grade
- ▶ Member, National Cadet Corps 1996 – 1999 (Attended Republic Day Camp 1997)
- ▶ Secretary Music & Dramatics Club, Officer's Training Academy, Chennai
- ▶ Freelance Journalist 1996 – 1999.
- ▶ Football, Volleyball, Cricket
- ▶ Hill Driving, Mountaineering & Rock Climbing, Trekking & Camping



Personal Details

Date of Birth: 21st February 1978

Languages Known: Hindi, English, Marathi, & Gujarati

Permanent Address: J-371, AWHO, Raghunath Vihar, Sector-14 Kharghar, Navi Mumbai - 410210, Maharashtra

Marital Status: Married to Mrs Geetanjali Sharma