**SHIPRA BOSE**

**Email:** [shipra.bose24@gmail.com](mailto:shipra.bose24@gmail.com) **Phone: (M)**+91 9769837052

***To be the part of a team of hi-caliber professionals for challenging and new assignments and responsibilities, thus sharpening my own professional skills, while at the same time, contributing my best to the overall development of the organization***

**Synopsis**

Dynamic, results-driven professional withmore than **13** **years** of experience in Corporate Sales, Gifting, Rewards & Recognition Programs, E-commerce, Entertainment and Banking sector with expertise in **Sales & Marketing, Corporate Sales, Program Management, Key Account Management, Solutions Selling.** Strong interest and passion to work with a multi-dimensional business environment and demonstrate excellent communication and negotiation skills. Positively driven and eager to contribute in a team-oriented environment having inner desire to gel in cohesive team and work for business growth. Result-oriented decisive professional to maintain high quality standards to meet challenges of this fast paced, high turn-over industry. Multitasking ability to sketch the plan, prioritize the work and manage the complex projects under aggressive timelines.

* Currently associated with **Qwikcilver Solutions, as Regional Sales Manager- Mumbai, West Region.**
* Broad-based background encompasses exceptional work ethic and commitment to organizational objectives within a highly competitive and rapidly changing marketplace environment
* Proactive team leader, team-worker, initiator, and tactical planner with ability to attract and secure key players in building strong and lasting business relationships
* Remain on the cutting-edge, driving new business through key accounts and customised program management solutions
* Establishing strategic partnerships and deepening corporate relationships to increase sales revenue
* Proficiency in identifying and analyzing market trends to provide critical inputs & formulating selling & marketing strategies. Thorough understanding of business processes with expertise in handling operations and accounts receivable.
* Adapting new technology and amalgamating it with the client business as and devising new, dynamic consumer rewards programs along with the various channel rewards and employee rewards programs.
* Maintaining strict profit margins for the organization in a highly competitive price driven industry of rewards programs and gift cards.

**Core Competencies**

* Sales & Marketing
* Key Accounts Management
* Devising Sales Strategies
* HNI Sales
* Sales Collections
* Solution Selling
* Corporate Relationship Management
* Program Management
* Team Player
* Communication Skills
* Customer Centricity
* Sales Pipeline Management
* Client Servicing
* Client and Corporate Acquisition

**Professional Experience**

**Qwikcilver Solutions, MUMBAI** (June'16 –October’2020)

Regional Sales Manager

Responsible for acquiring and running customized corporate gifting and rewards program for key corporate accounts in West. Participating in RFQ/RFP and help design end to end programs for corporate across industries with a clear focus on increasing revenue and maximising profit

* Identifying and Acquiring corporates and on-boarding them on Qwikcilver platform.
* Understanding client's 360 degree business requirements and environment and presenting an optimal solution to cater to their needs
* Engaging with customers through presentations, case studies, user experiences to design and deliver customised solutions
* Participating in RFP, RFQ, bidding and pricing discussions/negotiations on client on-boarding stage
* Working with technology and operations teams of clients and Qwikcilver to design reward platforms,wallets, marketplace, processes and strategies to run reward programs.
* Increase the share of wallet from existing relationships by understanding new requirements and envisaging new business opportunities.
* Client Servicing and managing payments receivables. Also, keeping a track of the amount to be refunded to the client in case of advance payments for several consumer and channel programs.

**Key Accomplishments:**

1. ICICI Bank
2. HDFC Ltd Group companies
3. IDFC
4. Sanofi India
5. Onsite
6. MSD Pharma
7. TATA Group Companies
8. Kamani Foods
9. Zydus
10. Pernod Ricard
11. Deutsche Bank
12. HDFC Ergo

.

**AskmeBazaar.Com, MUMBAI**  (Aug’ 14 –June’15)

**Corporate Sales Manager**

Responsible for acquiring key accounts corporate segments in the E-Commerce category agnostic segment for West and subsequently collecting monies from the sellers and E-Commerce agencies for buying subscription listing from Askme Bazaar.

* Identifying and Acquiring sellers and wholesalers for bulk products in all the E-Commerce categories Identifying and dealing with Web Agencies and selling them Annual Subscriptions of Askme Baazar Developers Network, so that they can onboard maximum sellers on Askme Bazaar Platform.
* Identifying and Acquiring Brands for Exclusive Launches on Askme Bazaar Platform.
* Collecting monies from sellers for listing subscription on Askme Bazaar.
* Client Servicing and managing payment receivables.

**Key Accomplishments**

1) Approached big brands like Best Seller, Major Brands, Pepe Jeans, Mufti, Esbeda, Provogue, Hawkins, Asus, Bajaj Electricals, Onida, Cello etc. for tie ups with Askme Bazaar.

2) Successfully closed deals with online marketplaces like Madsbag, ThatsPersonal.Com, ColorizeStore, Urbanflux.com, Enclade etc. to come on board with Askme Bazaar.com

3) Closed exclusive brand launch deals on Askme Bazaar Platform like Bajaj Electricals, Onida, The Couch Potato, Addons, Estd 1977, Malaga, etc.

4) Tied up with agencies like Ecommerce24, OpenSpaces etc. on Askme Bazaar Platform for getting more sellers on the platform.

**Housing.Com MUMBAI** (Jan’ 14 – July’14)

**Corporate Sales Manager**

Responsible for acquiring key accounts in the builder segment for Mumbai and Pune geography, generating revenues through them by selling customized service propositions and product bundles and collecting sales receivables. Key deliverables include

* Identifying and Acquiring marquee names in the builder segment for Housing.Com
* Devising sales strategies by bundling together different services/properties as per client’s requirements.
* Demonstrating a keen understanding of technological interface which is the key client differentiator for the

organization and educating customers of the new generation search capabilities created to enhance market reach for prospective customers.

* Providing superior relationship management skills for smooth client on boarding and building a structured operating rhythm for day to day client servicing
* Closely Interacting with cross functional teams to ensure superior client servicing leading to customer delight
* Sales receivable management
* Renewal of business contract
* Maintenance, Communication and Evaluation of Service Rituals
* MIS and Analytics

**Reliance Broadcast Network Ltd., MUMBAI** (Sept' 13-Jan’ 14)

**Group Head (Radio + TV Sales, Key Accounts)**

Responsible for Managing a Team of Media Professionals and generating revenues through them by selling media space in Radio and Television. Key deliverables include

* Selling airtime on Radio and Television including Spikes and Intellectual Properties. Identify and closure of Big Deals
* Devising sales strategies by bundling together different services/properties as per client’s requirements. Creating new Media Properties and generating buzz for the Clients
* Getting 360 degrees deal for Client Advertisements and Promotions through On Air and On Ground Integrations and Promotions
* Closely Interacting with the Media Agencies and Clients and Innovating and Integrating as per the Clients Products and Target Groups.
* Maintenance, Communication and Evaluation of Service Rituals
* Collections of Monies from Agencies and Clients
* MIS and Analytics – Record and analyse Team Performance and Sales Discipline through CRM

**HDFC BANKLTD, MUMBAI (April'12 -Aug’13)**

**Sales Manager- Super Premium Cards**

Sales Manager of a team of specialized individuals, responsible for delivering the regional numbers on the Super Premium Credit Cards, targeting the Super Affluent base of Corporates and the individual business class.

* Was responsible for end to end process including sourcing, tracking the card bookings, soliciting the policy
* and product approvals, co-coordinating with operations for dispatch and post sales servicing of the Super Affluent clients for queries pertaining to their credit cards.
* Managed the referral flow of Super Premium Cards through the Corporate Banking Channel of HDFC Bank which involves meeting and performing the needs analysis for the credit card requirements of the senior management of the various marquee corporate who bank with HDFC and acquiring the marquee names on the credit card platform

**Key Accomplishments:**

1. 100% Achievement of Q2, 2012 Target. This was the first full quarter for which I was assigned Targets post my joining HDFC
2. More than 200% Achievement of Q3, 2012 Target and secured the 2nd Position in Pan India.
3. Successfully activated the Corporate Banking Referral Channel in Mumbai and developed a robust and dynamic cross selling platform for super premium card segment in the Corporate Banking Group

**CITIBANK NA, Pune (Mar’10 – Mar’12.)**

**Client Origination Manager - Branch Banking**

Member of a team of dedicated and specialized bankers, with an overall responsibility for identifying Personal and Commercial banking requirements of the Super Affluent Customers and acquiring them for the Consumer Banking Business for Citibank in Pune.

**Key Deliverables:**

* Responsible for delivering revenue and business plan by acquiring HNI clients for wealth and commercial banking propositions of Citibank N.A.
* Optimizing self potential to acquire the quality a/c’s which are in sync with the Citi’s brand as well as which are suitable to our preferred product offerings.
* Delivering on different cross-sell and new initiative parameters like Citi Wealth Advisory, Loans, International Private Banking, preferred segment credit cards etc.
* Organizing worksite and non worksite customer centric events
* Coordinating with the Insurance and Investment Product Team, Insurance and Investment, Business Lending, Mortgages, CWA,IPB Teams, backend Team and Sales Support Team for preparing sales scripts, selling kits, marketing collateral to aid in sales

**Key Accomplishments:**

1. Acquired 35 NTB Citigold clients in 2011
2. Awarded Citigold Heroes for Q3 2010
3. Acquired the marquee name of Poona Club, which was the first premium club to be acquired by the business in the country
4. Picked up the highest single account ICV for the year for the branch of amount INR 7 Cr.

**CITIBANK NA, Pune (Oct’08 – Feb’10)**

**Relationship Manager – Premium Accounts, Citi @ Work**

**Key Accomplishments:**

1. Was recognised and rewarded as the Best Relationship Manager – Premium Accounts for the country for Q3 & Q4 2009 consecutively
2. Awarded Bravo Award by the CBM for the month of August 2009, for exemplary performance
3. Successfully referred many insurance and investment referrals to the respective teams.

**Entertainment Network India Limited (Radio Mirchi), Pune (Jan’08 – Oct’08)**

**Account Manager**

**Key Accomplishments:**

1. Acquired all new to radio customers and successfully executed pan India acquisitions
2. Successful in splitting the media planning revenues of categories like health, automobiles and lifestyle interiors
3. Acquired Trishul Builders which gave the business the biggest opening by any corporate of INR 15 lacs for the year 2008
4. Devised different media planning strategies for the customers by giving them different properties like On Air, On Ground promotions

**Training Programs Attended**

* Leadership Training
* Career Development Program
* Branch Control Workshop
* Insurance training
* Selling Skills Program
* AMFI
* IRDA
* Forex and Investment Certifications

**Educational Credentials**

* **MBA (Marketing +HR)** from Indira Group of Institutes, Pune in 2008.

**Personal Details**

Relationship Status: Married

Hobbies & Interests: Networking, Dramatics, Watching Movies, Dancing, Reading Books, Event Management, Advertising.

Reference: Available upon request

**(Shipra Bose)**