

RANDHIR KUMAR

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PROFILE SNAPSHOT

- Over 4 years of experience in developing Marketing Strategy, Business Development, Client Management and Team Management.
- A proactive planner and a go-getter with abilities in identifying and penetrating new market segments and driving sales for business excellence.
- Adept in requirements gathering and analysis, evaluating end-user requirements, custom designing solutions, troubleshooting for complex information systems management.
- Hands on experience in exploring and developing new markets, appointing channel partners, brand promotion for accelerating product awareness & achieving desired sales goals.
- Team leader with strong analytical, problem solving, inter-personal skills and organisational abilities.

AREAS OF EXPERTISE

Market Research (Primary & Secondary)
Emerging Marketing Analytics
Strategy Formulation
Client Interaction

Competitor Analysis (using different frameworks)
Market Entry & Expansion Strategy (with ROI)
Status Reporting
Requirements Analysis & Consulting Engagement Cycle

PROFESSIONAL EXPERIENCE

Team Lead- Sales & Marketing| Surmount soft, Delhi , India | Nov 2011 – Till Date | Engagements:

- Leading a team of 8 marketing executives.
- Evaluating customer research, market condition & competitor data.
- Keeping abreast of market trends to obtain intelligence reports regarding competition.
- Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability as well as building healthy business relations with major clientele.
- Overseeing complete business operations in the assigned region & drafting strategies for revenue generation.
- Handling profitability, forecasting sales target & executing them in a given time frame.

Highlights:

- Driving sales strategies for attainment of periodical targets with a view to optimize revenue.
- Ensuring customer satisfaction by achieving delivery and service quality norms.
- Taking care of sales & marketing operations with focus on achieving sales growth as well as identifying new streams for revenue growth developing plans to build consumer preference.
- Ensuring high quality after-sales support to customers.

EDUCATION BACKGROUND

Post Graduate Diploma in Management (PGDM) JK PADAMPAT SINGHANIA INSTITUTE OF MANAGEMENT AND TECHNOLOGY	July 2009 – Mar 2011	Gurgaon, India
B. Tech (Industrial Bio-Tech) BHARAT UNIVERSITY	Sep 2004- Dec 2008	Chennai, India
12 th Board (C.B.S.E) M.G.M Senior Secondary School	April 2000 – Mar 2002	Bokaro, India
10 th Board (C.B.S.E) M.G.M Senior Secondary School	April 1999 – Mar 2000	Bokaro, India

PERSONAL DETAILS

Father's Name	: Mr. B. B. Singh
Address	: Flat no 101, Nitikhand-2 First Floor Indrapuram, Ghaziabad
Languages Known	: English, Hindi