

**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)      July 2009 – Mar 2011      Gurgaon, India  
JK PADAMPAT SINGHANIA INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY

B. Tech (Industrial Bio-Tech)      Sep 2004- Dec 2008      Chennai, India  
BHARAT UNIVERSITY

12<sup>th</sup> Board (C.B.S.E)      April 2000 – Mar 2002      Bokaro, India  
M.G.M Senior Secondary School

10<sup>th</sup> Board (C.B.S.E)      April 1999 – Mar 2000      Bokaro, India  
M.G.M Senior Secondary School

**PERSONAL DETAILS**

Father's Name  
Address  
Languages Known

: Mr. B. B. Singh  
: Flat no 101, Nitikhand-2 First Floor Indirapuram, Ghaziabad  
: English, Hindi