

Summary

Have exposure and knowledge in partner enablement and relationship management. Have a sales centric approach.

Experience in program management, account management, partner collaboration and business development. Successfully led strategic and revenue generating initiatives.

Experience (Company Name (Location) | Skill | Duration)

SAP Labs India Pvt.Ltd. (Gurgaon) | Partner Service Advisor – Marketing | May 2012 – Present

- Managed global initiatives spanning partner centricity and engagement.
- Responsible consulting role that develops and maintains a personal and professional relationship with SAP's Partner ecosystem.
- Successfully executed 12 - Advertising Packages, generating approx. \$ 60,000.
- Developed and maintained a detailed knowledge of the partner landscape, key regional business imperatives, SWOT analysis of each partner's capabilities and proactively assist the partner to build on this analysis.
- Coached partners in understanding the full benefits of the partnership program, empowers partners at a technical level on SAP products and solutions, helps streamline their company's operations, and assists achieving business targets.
- Partner Service Delivery Impact Award for generating maximum revenue out of ISV partners of SAP.
- Managed Cloud Renewals, Resellers (VAR) and Distributors partners of SAP.
- Delivering Digital Marketing Services with (primarily Sell) partners selected through the Partner Catalogue of Services.
- Responsible for developing, driving and implementing channel marketing plans and associated tactics/activities for selected groups of partners (e.g. United VARs, Partner Select, SME Marketing Academy, Marketing Funds Utilizations, Digital and Social Selling).
- Focus on partner satisfaction, service evaluations & ROI at all times

Binary Soft zone Pvt.Ltd. (Noida) | Business Analyst | January 2010 – April 2012

- Client Relationship Management,
- Process Study, Requirement Analysis, Documentation & Preparation of 'Product Requirement Specification' (PRS) & 'Functional Specification Document' (FSD),
- Customer Training, Demonstration and ensuring product acceptance.
- Observed new achievement by making contact with the customer at planned intervals.

Education

- **B.TECH College Of Engineering Roorkee (Roorkee, India) 2010**
Focus Area: Computer Science & Engineering Department
- **Class 12 CBSE & Class 10 CBSE, Bal Bhawan Public School, (Delhi) 2004 & 2006**

Awards / Interests

- PSD | SAP Business Impact award for the ISV's of SAP.
- Won numerous State and Zone Level Debate Competitions.
- Won Accolades at Public Speaking Contests.
- Active member of Theatrics and Music Clubs.

Personal Details

Father Name	:	Shri Arvind Raj Sharma
Date of Birth	:	July 30 th 1988
Nationality	:	Indian
Marital Status	:	Married
Language Proficiency	:	English, German (elementary-self-taught)