

Contact

+660958106635 (Mobile)
diptikanta.biswal@gmail.com

www.linkedin.com/in/dipti-k-biswal-1125612a (LinkedIn)
www.mindfiresolutions.com
(Company)

Top Skills

Marketing Strategy
Sales
Business Development

Languages

Thai (Full Professional)
Portuguese (Limited Working)
English (Native or Bilingual)

Certifications

Sales Certified - Software as a Service Solutions [2014]
Content Management Systems Architecture
Advanced Social Media Strategy Training and Certification
Sales Certified - Application Lifecycle Management [2012]

Dipti K Biswal

International Sales Business Development and Marketing Manager. Certified SaaS and CONTENT Specialist with an expertise of Sales/Marketing/E-Commerce process to get high-quality prospects with purchase intent.

Bangkok Metropolitan Area, Thailand

Summary

Over 15 years of Solid Diversified Experience in INTERNATIONAL Sales & Marketing Partnership Account Management with allied experience in Diversified Industries which includes IT, Telecom, Export and Import, SAAS and International Client relation with years of success in driving business outcomes through strategy & solutions within, FS & healthcare businesses with focus on digital transformation. Excel at client partnering & sales, account relationship management, solution design with automation focus & road mapping, and service delivery strategies. Adept at leading cross-functional teams, building relationships, and liaising with executives, stakeholders, and clients.

An effective communicator, marketer with high degree of business acumen and team management skills. With experience in various aspects of Data Warehouse and Business Intelligence space that has helped several companies in saving costs and accelerating project deliveries .

An Out-of-the-Box Thinker with a proven track record of increasing revenues, establishing networks, streamlining workflow and creating a team work environment to enhance productivity innovatively for reputed business houses..

Experience in US, Europe ,SEA and APAC ,UAE,MENA,market with proper understanding of the Client's expectations.

Experience in interacting with CXO level people, handling large MNC & fortune 500 accounts. Added fortune companies & MNC's in the client list with proper account management for taking the relationship to higher level of trust.

Specialties: PreSales, Business Development and Marketing Techniques, Key Account Management, Data Base Business Intelligence, Analytics, Market research, Online research, Prospecting, Lead Generation, Relationship building, Competitive analysis, New client acquisition, Market reports, international business and market development Etc.

Experience

NINE I & E CO.,LTD Thailand ,Bangkok
International Sales and E Marketing Manager
August 2019 - Present (1 year 3 months)
Bangkok Metropolitan Area, Thailand

Develop Customer Marketing plans through various Channel with strategic and CDMs objectives to drive sales rate and report to the CEO.

Increase ROI by understanding digital behaviors, and evolution of digital.

Strategizes the market both online and offline with internal and external to ensure speed up to market and to Develop Client Marketing plans.

Support Client meetings and joint business planning sessions .

Maintain operational rules for both brick and e commerce.

Dealing with internally team of Key Account Manager, Digi Activation team, Demand Generation Lead (CDGL), Digital Team, Customer Analytics .(CS)

Participate in events and training courses to broaden knowledge of Shopper Marketing industry trends .

Allocate and forecast by brand for each PC / Sales team and develop annual strategies.

Maximize ROI by working with PPC / Sales team and logistic team.

NDC Thailand Co Ltd. Bangkok
Sr.Manager International Business (Sales & Marketing)and Planning
November 2013 - July 2019 (5 years 9 months)
Bangkok Metropolitan Area, Thailand

- Make quarterly sales plans and facilitate blueprint and cooperation with end users.
- Work hand-in-hand with sales team in the product promotion and development as well as design and retention of high-volume chain account business and coordinate with distributors on deviation programs for develop new business deals.
- Demonstrate mastery in negotiating and maintaining comprehensive programs with broad line distributions. Identify forecasted pricing through regular participation in weekly company sales meeting
- Lead the creative concept design of presentation and show preparation.
- Apply strategic approaches in administrating accounts in USA,CA,BRAZIL,CHILE,ARGENTINA,AUSTRALIA,JAPAN,SOUTH KOREA,INDONESIA,SINGAPORE,MALYSIA,VIETNAM,SOUTH AFRICA.
- Capitalize on industry expertise in managing a total of 20 accounts, encompassing 15 broad lines distributors as well as other 2nd and 3rd tier distributor.
- Serve as South East Asia's Business and Planning Manager with full accountability in training and supervising teams(Sales).
- Built New Development deals with the Hierarchy of the companies located in the USA, EU, Canada, South East Asian Countries and Dubai , RSA Based Companies.
- Handled Overseas clients and Vendor Management.
- Spearheaded efforts in streamlining International exhibition /trade shows through innovative conceptualization of agendas and communication with the production team.
- Brought profit enhancement by using different sources in marketing/ application /and digital platforms.
- Analyze the total lead generation and understand lead management to the best sales channel as possible.
- Set KPI and TMC of all media advertising , campaign activities of marketing spending.
- Collaborate with global marketing team to develop marketing communication

strategy to drive brand promise.

- Deliver overarching digital strategy & drive lead acquisition
- Facilitate innovation to enhance the brand presence online and increase ROI

Mindfire Solutions

Business Development Manager for International Business

September 2007 - October 2013 (6 years 2 months)

Strategic Consulting, including business plan & sales strategy development. Advising new businesses on formation of corporations and business structures and generated new development deals.

Aircel

Manager Business and Corporate Communication(SEA)

August 2006 - August 2007 (1 year 1 month)

Resolve Client queries in Cellular error, set up etc.

IDCO INFRA STRUCTURE LTD

Manager International Business Communication and Client Onboard (OVERSEAS /MENA/SEA)

October 2004 - August 2006 (1 year 11 months)

Develop State and National Territory development and Overseas Markets .

Operational productivity and efficiency through development

Maximized clients base by establishing relationships with various OEM Channel Partners.

New construction development via various channel.

Co-lab with the development of upcoming projects and planning.

Develop emerging markets.

Education

Utkal University

MBA, International Business Sales & Marketing · (2007 - 2009)

Ravenshaw University

Masters in Journalism and Masscommunication, Corporate Communication, Client relations, PR. · (2004 - 2006)

North Orissa University

B.Com(Finance) · (2001 - 2004)

NIIT

DIPLOMA, Swift computer programing, Payroll Management Accounting

St. Marry's Convent

Activity

10/06/2020, Dipti K Biswal added candidate to Business Development Specialist

10/19/2020, Dipti K Biswal added candidate to Business Development Manager