Nitesh Kumar Singh

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# Profile

Results-driven sales leader with 8+ years of progressive experience in technology-driven B2B sales, direct sales. Currently managing IoT-based after-OEM telematics and sensor solutions across North India. Proven track record of scaling regional markets, leading high-performing sales teams, and consistently exceeding revenue targets. Deep understanding of IoT applications in logistics, heavy industries, data centers, and manufacturing. Adept at channel partner development, enterprise sales, and aligning go-to-market strategies with evolving market needs.

Accomplished sales leader with extensive experience in driving market expansion, managing high-performance teams, and building strategic client relationships across diverse industries. Proven expertise in formulating and executing sales strategies that deliver measurable growth and profitability. Skilled in leading cross-functional teams, fostering operational excellence, and achieving ambitious sales targets. Adept at managing corporate partnerships and leveraging market insights to enhance brand presence and revenue generation.

# Experience

## AREA SALES MANAGER | INTANGLES LAB PVT LTD | FEB’2024 – PRESENT

* Spearhead regional sales of IoT-based after-OEM telematics solutions across logistics and industrial segments.
* Drive sales expansion via direct sales and enterprise accounts.
* Recruited and led a high-performing team, enabling strategic presence in critical sub-regions.
* Oversaw end-to-end service delivery, ensuring high client retention and satisfaction.
* Formulated and executed advanced market expansion strategies for IOT products, significantly enhancing the company’s presence in diverse regions of the state.
* Orchestrated the development of a high-caliber sales team, fostering growth and bolstering market penetration across multiple territories.
* Supervised team members, ensuring the delivery of exemplary service and expert counsel to achieve superior client satisfaction.
* Collaborated with cross-functional stakeholders to ensure alignment of sales activities with corporate objectives and contributed strategically to the Annual Sales & Marketing plan.

## ZONAL HEAD – UP EAST | FLEETX TECHNOLOGIES PVT LTD | FEB’2022 – FEB’2024

* Drove new account development to achieve sales targets through impactful technical presentations and strategic use of support services.
* Led the successful launch of the territory, overseeing initial operations and establishing a strong regional presence.
* Recruited, trained, and managed a team, ensuring exceptional service delivery and maintaining the highest standards of client satisfaction.
* Contributed to the Annual Sales & Marketing plan, consistently meeting targets through effective team performance monitoring and pipeline management.

## AREA MANAGER - B2B | CARS24 SERVICES PRIVATE LIMITED | MAY’2021 – JAN’2022

* Spearheaded strategic partnerships with New Car Dealerships (NCD) and appointed key managers (KAM) and evaluator engineers to drive business growth.
* Led the successful launch and expansion of the business in Uttar Pradesh, starting with Lucknow, overseeing all operational facets.
* Managed the sales force operations, including performance monitoring, team development, and recruitment/training of KAMs and evaluator engineers to achieve sales objectives.

## MANAGER - CORPORATE SALES (UP EAST) | 99 ACRES.COM | AUG’2018 – JAN’2021

* Managed corporate sales and client engagement, consistently driving the achievement of company targets.
* Delivered tailored business solutions, serving as the primary point of contact for client inquiries and fostering long-term relationships.
* Conducted in-depth market research to enhance brand visibility and identify opportunities for business growth.

## DEMAND MANAGER- CORPORATE CHANNEL (UP EAST) | OYO ROOMS | JUL’16 – AUG’18

* Managed official hospitality solutions for corporate clients, fulfilling accommodation needs for employees and guests.
* Led the empanelment of new hotels and properties within the OYO ROOM network, optimizing corporate discount offerings.
* Drove incremental revenue through targeted cold calling, client visits, and strategic relationship management with corporate houses.

## INTERSHIP | IMRB | MAY’2015 – JUN’2015

* Analyzed corporate spending behaviors, including modes of expenditure such as cash, cheque, DD, and NEFT, to optimize financial strategies
* Assessed corporate perspectives on the use of purchase/meeting and individual corporate cards to enhance service offerings.
* Identified and capitalized on untapped client opportunities within the NCR region, driving business growth.

# Education

**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) – FINANCE & MARKETING | MAY - 2016 | JAIPURIA INSTITUTE OF MANAGEMENT | LUCKNOW**

**BACHELORS IN COMMERCE (B.COM) | KANPUR UNIVERSITY | APR – 2014**

**HIGHER SECONDARY SCHOOLING | BAL BHARTI SCHOOL & COLLEGE | ALLAHABAD | 2010**

## SECONDARY SCHOOLING | BAL BHARTI SCHOOL & COLLEGE | ALLAHABAD | 2008 Skills & Abilities

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| --- | --- |
| · Strategic Sales Leadership  · Team Development and Management  · Client Relationship Management  · Market Research and Analysis  · Performance Monitoring and Pipeline  Management | · Cross-Functional Collaboration  · Negotiation and Persuasion Skills  · Target Achievement and Revenue Growth  · Presentation and Communication Skills  · Operational Efficiency and Problem Solving |

# Activities and Interests

* **Coordinator, Discipline Committee –** *Jaipuria Institute of Management, Lucknow*: Led and managed key initiatives to uphold discipline and foster a conducive academic environment.
* **Coordinated Innovation and Incubation Centre (IIC) Events** – *Jaipuria Institute of Management, Lucknow*: Organized and facilitated activities focused on fostering innovation and entrepreneurship among students.
* **Conference Attendee –** *All India Management Association (AIMA, 2015):* Engaged in thought leadership discussions and networking opportunities at a prestigious industry conference.
* **Travel Enthusiast –** Passionate about exploring new cultures and gaining diverse perspectives through global travel.
* **Community Service** – Volunteered with various NGOs, contributing to social causes and making a meaningful impact in the community.

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