

# Resume



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## Certificates and Awards

- 1. Daring to create original Ideas**  
(IBM Global level award on innovation)
- 2. Centre Stage Award-** Awarded personally by Mr. Vaidyanathan, BOD ICICI Bank for best presentation on innovative ways to get quality customer use ICICI Credit cards.
- 3. Swabhiman Award-** MDs Award for generating Current account and Savings Account Balances from corporates
- 4. CASA Accelerator Award-** Awarded in 2012 for generating maximum SA balances in lean period
- 5. Head Start Contest (4 times)-** Won this award consecutively for 3 quarters and overall FY 2012, where in the Team was to generate salary accounts giving high SA Balances for the bank
- 6. Full Throttle Contest-** Won the award for reviving maximum dormant accounts
- 7. ICICI Bank India Times Award** for leading the Delhi team for activating maximum credit cards for reaching 100 thousand card mile stone.
- 8. Famous Five Contest-** Awarded by SGM for innovation in white label cards

**+19 years of experience:**

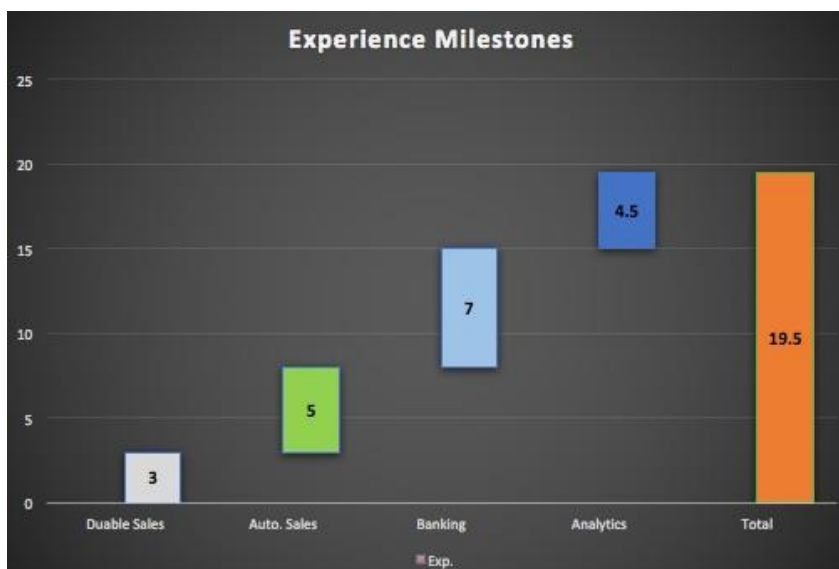
**Sales Operations planning and management.**

Sales: Automobiles, Loans, credit cards, Banking Liability products

Handling of large teams.

Business Analytics and Account Planning

Communications with International clients.



## NUANCE COMMUNICATIONS



# NUANCE

Nuance is an American based multinational computer software technology corporation, headquartered in Burlington, Massachusetts, United States on the outskirts of Boston, that provides speech and imaging applications.

### Key Result Areas



## Nuance Communications

Working as a Manager Sales Operations -Corporate Sales since Jan'18 and managing APAC geography for Enterprise and Telecom business. (CSP)

### General Support

- SPOC for any internal process or system questions, this includes SFDC, CMS (contract management system), Xactly (Commissions management system), Oracle etc.
- Act as SPOC for company information and Apostille/Notarizing. Help with any invoicing /PO issues. Coordinate RFQ/RFI Responses, Translations, QBR Material.

### Deal Support/Contract Management

- Initiate kick-off call with main stake holders.
- Collaboration with legal, BU, Finance, TRA to assist sales process and approvals.
- Co ordinating calls with main stake holders and following up on actions.

### Sales Force Support (SFDC)

- Deal update/Pipeline in SFDC
- Working with APAC team to get deal updates including top deal close plans.
- Run regular top deals call with senior management.
- Work with Sales teams to keep SFDC pipeline UpToDate and make sure all opportunities. have an accurate booking date, valuation, forecast category, Next steps etc.

### Valuation Support

- Track status of all valuations and coordinate BU finance with sales and BU to get details required.

### Velocity

- Work with BU to determine which deals require velocity/Support BU in completing the deck and take responsibility in tracking the approvals.

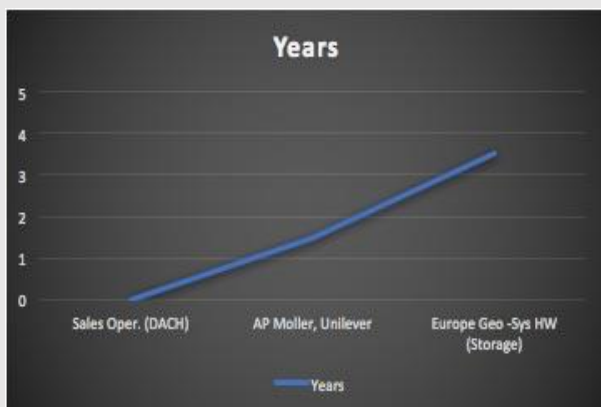
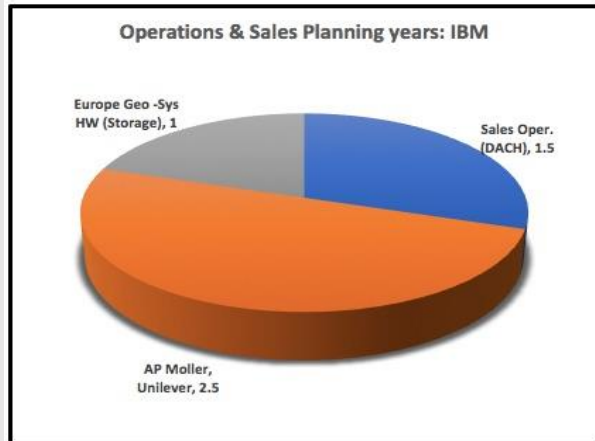
### OTC Support/Qtr. end support

- Work with order management to make sure that we have the correct information to book deals. Work with sales /PS to obtain POs/PIFs etc. for booking and invoicing.
- Onboarding New accounts and Partners
- Initiate and track any Partner Onboarding that is necessary. Credit check, onboarding for any new accounts, work with credit team to get credit score.

### Planning and Performance

- Sales Plan, Headcount Quota/PAFs distribution and approvals. Work with Sales leaders to agree and split quotas and with commissions teams to distribute PAFs. Follow up with Sales Managers to get approvals
- Performance Management analysis
- Quarterly review of performance issues by LOB and by individual
- Key account planning.
- Training in SFDC and Contract management system to Sales teams
- Onboarding training for new joiners.

# IBM



**IBM India (19th Feb '13-15th Jan '18) in Global Sales Operations Leader (SMS) Europe Geo in Storage Hardware, (\$1.1B) revenue. Handled Enterprise Sales Accounts for DACH, Integrated Accounts-AP Moller Maersk and Unilever.**

The job involves analysing of data to be able to forecast future trends. The job involves intense co-ordination and relationship building with stake holders and peers across various Brands through various geographies

## Operations and Sales Reporting + Planning

- Forecasting of Quarterly, Bi Annual, Annual and Projection and Sales fall plan.
- Preparing and leading Sales Cadence with focus on Business Insights
- Analysing the Stream revenue trends to give projections for future trends of stream
- Intense co-ordination work across various geographies across the world for data collection and Cadences.
- Analysing the Opportunity Pipeline of the Accounts for projection of the Annual, Quarter and Monthly Roadmap to achieve Budgets.
- Analysing the Movement of Opportunities week on week in Sales Stages.
- Identification of aging opportunities in the Pipeline to help bridge the gap between the Budget and the Roadmap
- Co-ordination with Brands to find out the status of the Opportunities and push for better focus on opportunities linked to my accounts.
- Customer Satisfaction Survey results analysis.

## CRM Implementation and Training

- Training teams CRM Application 'Sales Connect' application to the teams and ensure end user activation.
- Training team on new process launches in Business Analytics
- Training team on Pipeline Matrix (process of flow of opportunities. among various Sales Stages)
- Training of usage of BI Reports

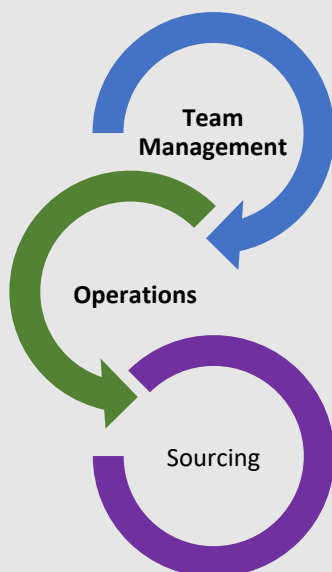
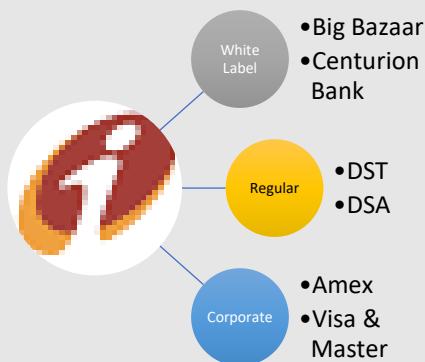
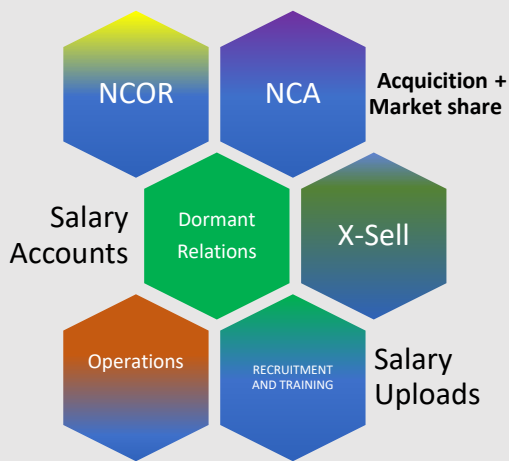
## Cadence (Meeting) Management

- Preparation and Leading of Sales Decks for Sales Cadence Calls
- Leading and attending the Account Cadence (upward and downward) and Brand Cadences.

## Newsletter writing/ Business Intelligence

- Making Weekly Sales Analytics Report for Geo/Markets/Account, with a weekly change in market dynamics, with the help of BI reports, along with recommended actions to bridge the gaps, focus products and areas.
- Making Quarterly newsletter
  - i. Building Quality Pipeline.
  - ii. Won and Loss deals analysis.
  - iii. Pipeline/ Roadmap Progression analysis
  - iv. What's selling.

# ICICI Bank



## ICICI Bank Ltd (Sep 2006 to Feb 2013)

### Regional Head Sales (Corp. Salary Accounts) since April 2010

*RSM Corp Salary Accounts from April 2008-March 2010 and promoted to RHS in April 2010*

#### Business Focus

**Team Management-** Handling Large teams of the size of 27 first and second line reporting towards achievement of targets.

**Market Leadership-** Ensuring leadership position of the organization

#### New Customer Acquisition

**Reviving Dormant relationships-** Revisit and revival of dormant relationships which have shifted to competition, to bring them back to our fold by reinstating faith. Could revive 40 such corps.

**Customer Focus-** Understanding customer needs to offer the right product. Personal handling of Senior Management escalations.

**X-Sell** of Assets and Liability products of the bank, Working Capital limits BG etc. to retail and Corp. Customers.

**Process Focus-** Focus on '0' error in all processes related to account opening and customer handling

#### Recruitment, Management and Employee Productivity-

Working towards team efficiency to achieve desired productivity levels. Recruitment and on boarding of team members. Motivation and direction of team members to generate continuous excitement in the job.

**Planning and Forecasting-** Target setting and review of the teams. Planning of desired no of NCAs and Revivals required to achieve targets.

#### Regional Sales Manager (Credit Cards) North. 2006- 08)

- Handling a team of 4 SMs, ASM who in turn handle 10 DSTs with a total strength of over 1000 on and off roll employees.
- Cards sourcing through Big Bazaar channel which is the strongest co- branded card of India.
- Card sourcing through Bank Branches
- Sourcing of Cards through the existing Corporate relationship by cracking deals with the HRs to allow sourcing.
- Sourcing of White label cards like Miracle from CBOP and Titanium of Thomas Cook.
- Preparation and presentation of present and future trends using MIS
- Selling of activation tools like Life insurance, Bill pay and Balance transfer.
- Launching of new cards in the market.
- Suggesting of new policies and modifications in old to match to industry and competition.

**Sep 2002- Sep 2006**

**TATA Motors Ltd**

**Product Sales Manager**

- Steering the sales and marketing operations for the promotion of commercial vehicles in the assigned Delhi and NCR with a team of 4 Sales Executives.
- Accomplished a **turnover of Rs. 25 crores** through effective sales and Planning with 13% growth in volume and 9% in market share
- Played a key role in the **implementation of CRM software (Siebel)** and imparting training on the same.
- Relationship management with financiers for designing finance schemes and obtaining finances for corporate clients.
- Successfully launched several new products EURO-3 Models and ACE-The Mini Truck and promoted the same through demonstrations/publications etc.
- Secured over **10 corporate deals** of vehicles.

**➤ Aug 2001 – Aug 2002**

**Sales Manager**

**LML Ltd**

- Led the sales operations in the West Zone with 3 Area Managers ensuring maximum growth and profitability
- Involved in making presentation and demonstrations to courier and fast food companies for obtaining bulk orders.
- Effectively coordinated with Army canteen and government bodies for product approval and promotion
- Instrumental in the successful **launch of New Motorcycle range** – Energy and Adreno FX.
- Designed brochures for motorcycles, managed test rides and demo campaigns.
- Holds the distinction of securing the following orders;
  - **186 Scooter** deals with Whirlpool of India.
  - **80 Motorcycle** deal with Santa Cruz Police.
  - Business from Eureka Forbes worth Rs.10 lakhs
- Introduced innovative schemes like 'try your luck' contest for increasing the customer walk-ins.

**Apr 1998 – Aug'2001**

**Hitachi air Conditioners**

**Area Manager**

- **Profitably managed 5 dealers for the sale of window, split and ducting type air conditioning systems**
- Accountable for sales promotion of Large Air-conditioners through corporate Accounts and managing the dealer network with 20 sales executives.
- Actively involved in techno-commercial operations and preparing rate contracts application across the country
- Handled key clients like HDFC, ICICI, IDBI, ABN Amro, ANZ Grind lays, Citibank, Standard Chartered.
- Gained expertise in product launches of specialized air conditioning solutions From Hitachi fully imported from Japan.
- Achieved a increase in market share by 2% in Mumbai
- Initiated and implemented innovative schemes for enhancing employee motivation like discounts, gifts, holiday packages etc.

Single point of contact for quality, after sales support and client servicing.

**Commenced career with Hindustan Office Products as Business Executive (CAD/CAM) from Jun'1994 – Nov'1995**

CAD/CAM solutions of Autodesk to various Government, Private, Retail agencies as well as corporate clients like the Taj group, Housing boards, Architects etc.

**Education**

1997 Masters in International Business Management from Lucknow University, secured 70%  
1994 B.E (civil) from Anna University, Chennai, secured 77.5% in final year.

\*Original CV template/ self-made