

SANDEEP SHARMA

New Delhi, India

Contact: +91 8920542925/ 9891434671 • Email: cubadesigners@gmail.com

Linked in  <https://www.linkedin.com/in/consultantsandeep/>

~ Business Development ~ Strategic Leadership ~ Channel Sales ~ Institutional Sales ~ Direct Sales ~ Human Capital Management

- Strategic, Analytical, Cost-conscious Senior-Level Sales & Marketing Executive, with an entrepreneurial attitude, with over **14 years in Planning, executing & in Business Development with P&L accountability**. Proven expertise in **Business Plan, Business Strategy, Sales & Marketing, Vendor/supplier Management, Brand Expansion, and Operational Excellence**.
- Team leader with career success developing and **deploying strategic marketing plans, designing and launching effective public relations (PR) campaigns** and achieving record breaking increases in profits and productivity.
- Liasoning and cross business experience with **Politicians, Bureaucrats, Government officials, local socials and professional alumni networks of 75000 leaders** give me the ability to connect the Niche's community make me a valuable candidate.
- Started my career as an Architect and worked with leading architects - Gian P Mathur, Design Plus, and Design Forum International. That's made me more analytical, organized and progressive in terms of delivery with having minute understanding of business.
- Applied my knowledge and experience with further growing in Advanced Management while graduating from **UCLA Anderson School of Management, IIT-Chicago, & IIM-Calcutta in Senior Management**, Business Analytics, and advanced Strategy programs.

Core competencies include

- Commercial Real Estate
- Contract Negotiation
- Persuasion & Negotiation
- Real Estate B2B Transactions
- New Business Development
- Market Research & Growth

- Real Estate Development
- Commercial Leasing
- Institutional Leasing
- Luxury Sales
- Budget Management
- Team Leadership

- Strategic Business Planning
- Marketing & PR
- Client Relationship
- Brand Management
- GTM Strategy
- Channel Management

Leadership Strengths & Highlights

- High-performing Business Executive with a consistent record of delivering extraordinary results in growth, revenue, operational performance, and profitability. **Sold property of worth 2500 Cr in tenure of 8 years.**
- Innovative strategist with expertise in conceptualization and implementation of sound business strategies for accomplishment of **targets at 180%** and expansion of marketing network in competition.
- Proven ability in achieving **business development in 10 States and 45 cities** with Immense experience in handling and promoting sales, identifying business potential in untapped **45 cities** through appointment of new Partners, and executing high-growth marketing programs as a part of brand building & lead generation, footfalls, etc.
- Excellent understanding of business dynamics and market, ability to drive business expansion through aggressive marketing initiatives that deliver revenue growth, market share, and penetration.
- Proven ability to lead, supervise and motivate cross-functional teams of **750 people** towards maximizing productivity, ensuring product solutions meets customers' requirements.
- Expertise in fetching leads and prospect from existing database of **12 lakh Numbers of HNI's, Luxury Car owners, Businessman, Government officials & professionals.**

CAREER PROGRESSION

Investors Clinic. | Noida Senior Vice President

January 2021 - Present

- Experience in selling **5 Commercial Real Estate, 4 High-End Residential, 2 Farmhouse & 3 Plots Township**. Drives growth of the real estate portfolio by building relationships and supporting the origination of new investments and business opportunities.
- Sold property of worth **250 Million** in span of 10 months.
- Self-capable of producing **2000 leads** per month through various mediums, references, networking and social media.
- Responsible for generating **30% sales of total sales with existing customers and creating opportunities with new customers.**
- **Negotiating** with the Clients & converting leads into Sale deals in High Value / Bulk Deal transactions by **8-10% profits.**
- Generated more business opportunities through various routes to market by **persuading investors of tier-2 cities** by exploring the various opportunity of investing in real estate.
- Managed **high end Luxury Sales**, Sourcing potential leads from Channel Partners, HNIs & their references.

- Interfacing with **Channel Partners / financial institutions** for organizing roadshows and other sales promotional activities with having a **network of 7500 strong channel partners of North India and 14500 in rest nation.**

Consultant (Freelance) | Global

January 2019 - December 2020

- Took a Break from a Full-time Job completed my Post Graduated Management Program from **UCLA Anderson School of Management(Ranked 26th in the World)** and acquired some freelancing projects of Real estate and Channels Partners.
- Provided Consulting to **SBL Contractors, Capital Athena, MMR Group and Solitarian in Project** Launching, Artistic Representations, Pricing Strategy, Competitive analysis, Architectural Presentations, Digital representations of projects for Digital Platform like:- **Housing.com • Magicbricks.com • Makaan.com • 99Acres.com • Proptiger.com • Quikr.com**

Paramount Prop Build Pvt. Ltd. | Noida

January 2015 - January 2019

Senior Vice President – Sales, Marketing & Business Development

- Responsible to the **Chairman for strategic planning, sales development and growth, P&L, and process implementation.**
- Grew revenue **400% over 4 years, from 350 Cr to 1400 Cr, by managing 23000 customers and 7500 Channel Partners.**
- Managed the entire process of land acquisition including land identification, valuation, best use analysis, target identification, deal structuring (**Joint Development, JV, Outright, Redevelopment**), negotiation, legal and commercial due diligence.
- Ensured optimum client service delivery and engagement - calls, meetings, site visits, presentations, and follow up, accurate & timely submission of company proposals to prospective clientele and overall governance during the execution phase.
- Implemented a **CRP (Customer Referral program)** that identified and measured customer program profitability, thereby increasing the company's profit.
- Provided innovative and creative advice to chairman while managing **corporate marketing and communications functions, direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and seminar marketing resulting on over 400% growth.**
- Leveraged viral marketing tools and channels such as **YouTube, LinkedIn, Customer media Bites, mobile applications for clients, Celebrity Marketing, and Cause Marketing** to generate buzz, increase member loyalty, and reduce marketing cost.
- Developed and implemented **B2B marketing strategy** and overall communication plan that produced long-term partners.
- Recruited to corporate executive team and managed sales of **650Cr. Residential sales businesses across 10 cities.**
- Revamped declining margins from a low of **10% to 25%** and boosted profits by adding new more profitable investors, Channel Partners, customers and cross selling more products to Residing customers.
- **Negotiated key deals with vendors, resulting in 30% cost savings.**

Paramount Group's Vertical (Infra Technoxom Pvt. Ltd.) | Noida

June 2016 - August 2018

Director – Sales & Marketing

- Acted as a Business Head for Infra Technoxom PAN India, responsible for P&L, making presence in different parts of India by facilitating **15000 new customers and maintaining the 23000 existed customer base** including market research, sales presentations, analysis of sales and marketing trends, advertising and marketing promotional events.
- Influenced, communicated, motivated and inspired team members to achieve departmental objectives.
- Drove the development and implementation of media strategies, resulting in improved efficiency and accelerated sales growth and **profitability by 10%.**
- Assigned **1500 Building Materials Vendors, 300 Building Materials Manufacturing Companies over the Platform.**
- Analyzed new markets (market research) / tap profitable business opportunities by mapping /analyzing business potential/ new profitable product(s) and turnaround management
- **Go-to-market strategies by appointing 150 people in team** & networking with reliable channels, new opportunities, engagement models, sales plans, and collateral development to funnel growth, visibility, and win rate.

PAST EXPERIENCE

- Team leader at **GIAN P MATHUR & ASSOCIATES**, New Delhi. **November 2012 - December 2014**
- Team leader at **DESIGN FORUM INTERNATIONAL**, New Delhi. **March 2012 - October 2014**
- Team leader at **ATWIN-BRIJ (INDIA) ARCHITECTS**, New Delhi. **February 2009 - February 2012**

EDUCATION

- Senior Executive Program Post-Graduate Program [**UCLA Anderson School of Management, Los Angeles, California**]
- Post Graduate Program Business Analytics & Business Intelligence] [**IIT Stuart School of Business, Chicago, USA**]
- Advanced Program Advance Program [Strategy Management] [**Indian Institute of Management, Kolkata**]
- Graduation Bachelor in Architecture [**Deen Bandhu Chhotu Ram University of Science & Technology**]

PERSONAL DOSSIER

IndiaLinguistic Ability: English, Hindi

- I am a lifelong learner and avid reader. As a member of the UCLA Anderson Alumni, IIM Alumni Network, I am extremely interested in collaborating with like-minded leaders around the world.
- Outside of business hours, I love to read Stories, Business leadership books, stay active and explore new things.