



SANJAY IYER

Objective:

- ✚ To make a significant contribution towards the profits of the company by augmenting sales in a massive way and hoisting the company's flag to meteoric heights.
- ✚ To see the company's standing among its predecessors, contemporaries & successors at its Zenith.

Experience:

- ✚ Recalled for Miracle Bay Project, Mahim, rejoined on 1st July 2021, as Vice President Sales.
- ✚ Commenced Home Guide, a complete Home Solutions Agency from April 2020.
- ✚ Worked as Vice President – Sales for PRESCON GROUP from Dec 2007 to March 2020.
- ✚ Worked as Manager – Sales for KALPATARU GROUP from Oct 2006 to Dec 2007.
- ✚ Worked as Senior Manager – Sales & Marketing for MITTAL BUILDERS from October 2001 to October 2006.
- ✚ Worked for MARATHON REALTY LTD. as a Senior Marketing Executive from November 1999 – September 2001.
- ✚ Worked as a Canine Enforcement Officer (K-9 Detection of Narcotics, Explosives and Weapons) in the Ministry of Finance and National Economy, Saudi Arabian Department of Customs from 1991- 1998.
- ✚ Worked as an Independent Property Consultant from (1986 – 1991) (1998 – 1999)

Current Portfolio:

- ✚ Policies :- Micro / Macro Level
- ✚ Strategies :- Micro / Macro Level
- ✚ Structuring :- Micro / Macro Level
- ✚ Execution :- Macro Level
- ✚ Trouble Shooting :- Macro Level
- ✚ Enforced Price Escalations post Hiatus of Project from Forest Reservation.
- ✚ Enforced Cancellation of flats where demand for Escalation was not being met with
- ✚ Have enforced escalated collections in society and government charges over the agreement.
- ✚ Have presided over the transition of agreements from MOFA to RERA and effectively handled customers during the transition process.
- ✚ Have thorough knowledge of documentation & legal matters.

Additional Information:

- ✚ Handled premium projects in Mumbai and suburbs.
- ✚ Have handled RERA arbitration inside forum.
- ✚ Can communicate with clarity at any level.
- ✚ Training and Structuring of staff – Presales / Sales / CRM.
- ✚ Positive and result oriented approach to work through industry, diligence and sincerity.
- ✚ Can organize and motivate a sales team for optimum performance.
- ✚ Have the ability to do things differently, think out of the box and deliver more than expectations.
- ✚ Devoted, Dedicated, Determinate, Disciplined.
- ✚ *Having worked in a 360° Profile, I know the pulse and can optimize with innovations.*
- ✚ *Represented brand PRESCON in all matters of MCHI and its general body meetings.*
- ✚ *Have headed Sales, CRM, Marketing and HR Profiles.*
- ✚ *Project Planning, Projection, Execution, Value addition translates to success if executed as perceived. Thus success of a project is determined at the planning stage itself.*
- ✚ *If on boarded, I will be able to value add & give an edge over competitors.*
- ✚ *Would look forward to a personal interface to discuss a mutually fruitful and long-term association.*
- ✚ <https://www.youtube.com/watch?v=ZcAKmPSiky0&t=139s>
[Link to a YOUTUBE Video of an interview given to Square Foot Magazine]

Personal Details:

Date of Birth : 29th December 1965.
Languages Known : English, Hindi, Marathi, Tamil, Malayalam, and Arabic.
Academic Qualification : Bachelors degree in commerce from Mumbai University [1986]
Residence : 16-B/42, Brindavan Society,
Majiwade, Thane West - 400601.
E-Mail : sanjayiyer_65@yahoo.co.in; sanjayiyer65@gmail.com
Mobile : +91 99303 51691
Signature : _____
Date : _____
Place : _____

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