



Ajay Singh Chauhan

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~ SENIOR MANAGEMENT PROFESSIONAL ~

Seeking assignments in Business Development with a growth-oriented organization of repute preferably in EdTech/ERP/Software/Services Sales

Achievement-driven & High Performance Management Executive

At ease with budget limitations, deadlines, and high pressure situations; strong ability to influence thinking, forge alliances and build consensus

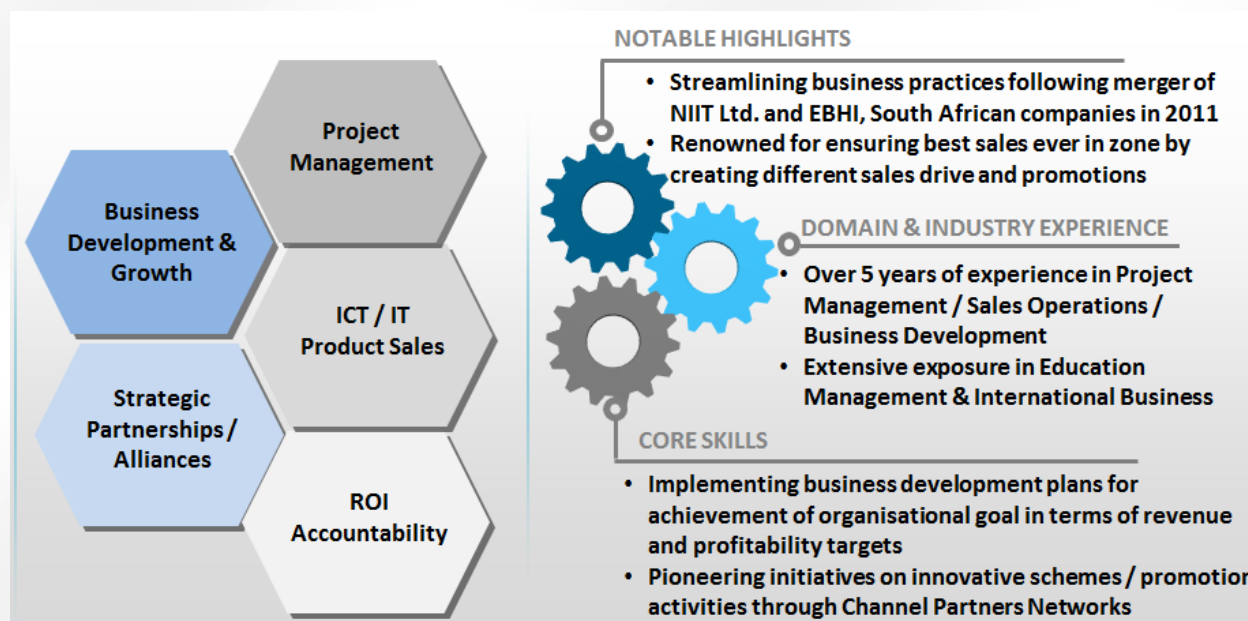
Profile Summary

- Dynamic career of over 12 years that reflects pioneering experience and year-on-year success in achieving business growth objectives in mid-sized as well as large, established organisations
- **Build successful Edtech brand in South Africa, Eduworks.**
- **Accomplished leadership, pursuing PDBAWE from IIM Udaipur.**
- Started the **new concept of EdTech/IT Software business** in South Africa for first time in market, **worked as an entrepreneur** and established the business with robust team.
- **Enterprising leader with a solid record of contributions** that streamlined operations, invigorated businesses, heightened productivity & enhanced internal controls
- A keen planner, strategist and implementer with deftness in implementing strategies aimed at ensuring successful promotion of new products / services amidst highly competitive market conditions, in a global environment
- Global market vision with prudent business assessment, combined when required with flexibility and detail analysis
- Combined multi-disciplinary experience (**across Sales, Business Development & Product Management**) with the hands-on approach to nurture an organisation with limited resources into an entity to reckon with at the global level
- **Leveraged entrepreneurial ability and skills in translating corporate vision**, to overcome complex business challenges and deliver on high-impact decisions
- Key member of the team that **institutionalised strategic planning and built brand name for an organization in South Africa**; today it is admired not only for its growth performance but also excellence in its strategy formulation and other business processes
- Garnered buy-in from stakeholders behind major initiatives while at the same time building credibility and delivering on customer confidence
- Proven track record of turning “Break Even” projects into Profitable projects through delivery of cost saving solutions for alternative material products as well as enhancing processes and designs
- Directed cross-functional teams using interactive and motivational leadership; acknowledged for recruiting and mentoring leaders with an equal desire to win
- *Core functional strengths include:*
 - Strategy Planning/ Entrepreneurial Skills
 - ROI Accountability
 - EdTech / ICT Products Sales/ International Business
 - New Business Development & Growth
 - Strategic Partnerships / Alliances
 - Business Growth
 - P&L Management and Performance Improvement
 - Start-up / Turnaround / Change Management
 - Project Management
 - Key Account Management
 - People Management, Decision Support

Proficiency Matrix

- A leader with huge vision and entrepreneurial skills to enable and organization with new concepts in the market for establishing roots.
- Managing international marketing of products right from enquiry generation to execution
- Identifying and developing potential clients in international market, generating business through national / international exhibitions and achieving export targets
- Creating strategic brand partnerships with distributors and other international companies that grew the business and brand awareness as well as the strategic partner's business

- Understanding business needs, its strategic direction and identifying initiatives that will allow a business to meet those strategic goals; establishing corporate strategies and budgets for achievement of the targets
- Mapping requirements and providing best solutions involving evaluation and definition of scope of project and finalisation of project requirements
- Pioneering initiatives on innovative schemes / promotion activities through Channel Partners Networks
- Formulating annual business plans / strategies for maximizing profitability & revenue generation & realise organizational goals; conceptualising and implementing plans / objectives in sync with vision and mission
- Implementing business development plans for achievement of organisational goal in terms of revenue and profitability targets; realising strategies for acquiring business from clients & effectively using potential of accounts
- Facilitating solutions / product development initiatives involving mapping of business requirements and in-depth evaluation of customer feedback to carry out modifications in product attributes
- Mapping client's requirements, attending / conducting business user meeting, project planning & scheduling providing them customized business solutions



Organizational Experience

National Product & Sales Manager in Eduworks, South Africa from 1st Nov'14 till present



Highlights:

- Working as an Entrepreneur in EdTech start-up— Eduworks (subsidiary of Spatial Data Holding— ZAR 350 Mn/year revenue generation), which is the first South African owned Educational Technology Company in exclusive alliance with HCL Learning, India.
- Joined as the first employee of the company with intention to get the product and sales running for the newest Educational Technology in the country.
- A few renowned projects:
 - Ventured into Skill Development domain, started FO, System Development, project in DBN for 150 learners, for **ZAR8 Mn from July'21 till Mar'22**.
 - Deal signed with Department of Education- Gauteng for 25 Schools with revenue of **ZAR5 Mn in Feb'2018-20**.
 - Transnet CSI budget of **ZAR2Mn signed** with Eduworks on 10th July 2018 till July'21 for providing Software in 10 TVET's in KZN.
 - Developed business in 115 Private schools— **Revenue ZAR 9 Mn as on FY'2017-18**.
 - Dept. of Education Mpumalanga Pilot initiative— **Revenue ZAR 12 Mn in FY'2016-18**.
 - Ventured into Retail segment Edify, launched in Jan 2020 (in COVID-19), generated **Rev of ZAR 2 Mn**
 - Spearheaded strategic partnerships with Retail giants in Africa
 - Potential partnering with Intel Education to perform business in SADC
 - Innovative business solution launched in retail partnering with Makro, Game
 - Designed Solution licensing models— Offline and Cloud Models licensing.
- Single handily launched the new concept of education technology in South Africa and involved key corporates and ministries.
- Managed to complete the main products and recruited team for different divisions.

- **Strategic Planning and Alliances:** Helping the organization to plan the different channels to roll the business, created different channels for operating business— Retail Channel, Partner Channel, Corporate Channel, PSU Channel, Private Channel.
 - Managing strategic partnership and business in SADC, India and China.
 - P&L management, budget creations along with SDH finance team.
 - Spearheaded Strategic partnership with National Department of Education, SA
 - Spearheaded strategic partnership with Intel Education for business in SADC.
 - Helping in creating policies and structure to the organization.
 - Spearheading the creation of lucrative Incentive & commission structures to partners and employees.
 - Spearheading in providing the sales target, discounts structure to the partners and employees.
 - Spearheaded, first time in South Africa for introducing software in retail market— Game Stores, Makro (Walmart).
 - Managing all the channels and partners for Sales across the country.
 - Designing models to introduce the technology in SADC region.
 - Liaising with top govt. management to get Eduworks into Gauteng e-Learning project of 2000 schools.
 - **Innovative Retail Model:** For the first time in SA Education market, we launched our products in **Retail Market**.
- **Business Development:** Managing the sales across all the channels nationally and spearheading business with top notch clients and govt. of Gauteng.
 - Annual revenue generation of —
 - FY'16-17: ZAR7 Mn
 - FY'17-18: ZAR10 Mn
 - FY'18-19: ZAR11Mn
 - FY'19-21: ZAR 5Mn
 - FY'21-22: ZAR8 Mn (ongoing)
 - Suggested and spearheaded the “Innovative Solution” for retail in partnering with Makro, Game retail giants.
 - Participation in board meetings for Sales projection from Eduworks with Spatial Data Holding and HCL.
- **Brand Management**— helped the team to roll-out social marketing's, adverts, brand promotions etc.
 - Helping the design team to create lucrative and eye-catching designing for banners and flyers.
 - Helping the animation team for designing the intro/sales video of company and products.
- **Product Development**— understanding the requirement of market & departments to design product
 - Helping D&D team—HCL India to design software's as per local needs and requirements
 - Helping Project team for the tasks and timelines to deliver the products.
 - Helped Design team to create product for **Retail Market** (one of the biggest revenue generation scope in SA).
- Helping the company to establish Educational Software Business in South Africa and started the discussion in SADC region in 2019 in Namibia, Botswana, Zambia.
- Established a dedicated resource team in 3 provinces (Gauteng, Kwa Zulu Natal, Western Cape) for Sales and Project Management and manages reporting of 10 people.
- Creating Sales and Marketing Strategies and Sales Funnel for Business Rollout in the markets.
- Managing meetings with PSU's (Department of Education, South Africa) for Eduworks initiative.
- Helping HCL Development Team to design robust product for African market.

Since Nov'11 till 08th Oct'14 with NIIT Limited, Johannesburg Area, South Africa

Growth Path:

Nov'11-Mar'14

Since Apr'14-Oct'14

Academic Mentor, South Africa

Project Sales Manager at South Africa Branch



Key Result Areas:

- Entrusted with the responsibility of:
 - Initiated NIIT School Solution business first time in International Market with a successful Business of ZAR 56Mn.
 - Spearheading Project for Department of Education, Free State by providing solutions for Mathematics in 350 schools.
 - First Academic Mentor for NIIT's International School Learning business.
 - Awarded with NIIT's Accolade for one of the best Performer in SA Team.
 - Launched the first Mathematics Laboratory concept in SA with appreciation and appraisal letters from Minister of Education, Free State.
 - Handled new business opportunities, implementations and delivery in South Africa and SADC Region.
 - Streamlined business practices following merger of NIIT Ltd. and EBHI, South African companies in 2011
 - Managing multiple projects for the organization in South Africa and shown outstanding results
 - Managed the replicated Business Model with Central Johannesburg College, Johannesburg.

- Spearheaded the largest Education and Telecom company alliance in SA— NIIT and Neotel (a TATA subsidiary).
- Started the NIIT's Corporate training solution business with Neotel.

Oct'08-Nov'11 with Aviva Life Insurance Ltd., Dehradun & Shamli as Area Sales Officer (Banking)

Highlight:

- Spearheaded the sales operations for Bancassurance clients of an area (Muzaffarnagar/Shamli with a legal entity- Punjab & Sind Bank), thereby contributed in big hike in sales of the area.
- Successfully launched new Products and marketing through different channels.
- Led and mentored Bank Officials Team on selling and promoting the Insurance Products.
- Shouldered the responsibility of handling 2 Bank Branches Sales and entire gamut of Sales & Marketing Operations
- Handled the Business for HDFC Bank, Shalimar Garden (NCR) for retail banking.
- Raised the Shamli branch business from NIL to Best Performing branch in Dehradun cluster in 2009



Academic Details

- Bachelor of Science from CCS University, Meerut in 2009
- M.Sc IT from Sikkim Manipal University, 2017—19.
- Product and Brand Management Certification Program from IIM-Rohtak, Dec'21 till Mar'22.
- PGDBAWE- Post Graduate Diploma in Business Administration for Working Professional, IIM Udaipur 2022-24.

IT Skills

- Conversant with MS Office (Word, Excel and PowerPoint), MS Project and MS Access
- Diploma in Basics of IT Troubleshooting from NIIT Ltd., 2011 (Online Course)
- Digital Transformation Specialist Certification, Simplilearn (Virtual)

Training

- Underwent rigorous Banking & Insurance Sales Training in the division with best passing result
- Completed Soft Skills & Project Management Training.
- Business Development trainings

Personal Details

Marital Status:	Married
Passport No:	J7520971
Date of Birth:	23 rd July 1987
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