

In Pursuit of challenging & fulfilling assignment as a Senior Professional & Business Leader with a MNC/ Corporate in a growth-oriented organization of repute.

SNAPSHOT

- A dynamic professional with over 24 years of rich experience & ability to motivate a sales force & focus on its success via aggressive sales initiatives that delivers Revenue Growth & Market share with leading organizations in Office Automation (17 Years), Medical Imaging (5 Years) & Leasing (2 Years).
- Extensive **background in Sales & Business Development**; including Strategic Planning, Team Management, P&L Management, Key Account Management, Channel Management, Business Operations & CIO/CEO engagement.
- Currently working with *Kyocera Document Solutions India Private Limited, location Gurugram as General Manager – Direct Channel Sales handling enterprise business Pan India worth 30 Crs Annually. Team of 36 people reports in to me. (Branch Sales Head/Account Managers/ECM Team)*
- Previously worked with - **Konica** Minolta Business Solutions India Pvt Ltd, **Cura** Healthcare, **Prognosys** Medical Systems Pvt Ltd, **Perfint** Healthcare Pvt Ltd, **Xerox** India Ltd, **Lease** Plan India Ltd, **Xerox** Modicorp Ltd etc.
- Worked across regions - **NCR (North & East India (21 Yrs.) Chennai & Mumbai.**

HIGHLIGHT OF CREDENTIALS

- Won **various National & 1 International award. Qualified for various international incentive trips with Xerox & Konica Minolta.**
- **Successfully launched new products with Xerox India Ltd & Perfint healthcare Pvt Ltd.**

KEY SKILLS

- Formulation of appropriate strategic plans and recommendations pertaining to Sales & Marketing to Increase productivity.
- Ability to motivate a Sales Force & focus on its success via aggressive sales initiatives that delivers Revenue growth & Market share.
- Enhanced coverage of 3000 plus accounts nationally (Enterprise, Global Major Accounts, SME customers).30% of business achieved via Acquisition of new customers YOY & more than 95% retention of existing customers.

AREAS OF EXPERTISE

Strategic Planning	P & L Management	Business Development
CXO Engagement	Business Operations	Channel Management
Team Management	Key Account Management	SaaS
	MIS & Reports	B2B & B2C Business

CAREER SCAN

RITESH KHANNA

General Manager – Direct Channel Sales

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May' 21 – Current: *Kyocera Document Solutions India Private Limited*, Location Gurugram as General Manager – Direct Channel Sales reporting to Managing Director

Team Size: Sales – 36 (4 – Branch Sales Heads, 30 Account Managers & 2 ECM consultants)

Role:

- ♦ Responsible for handling the Pan India Sales operations for Direct Channel Sales. (Enterprise/GMA/SMB)
- ♦ Drive & Monitor strategies to achieve Revenue Plan of **30crs** annually including MDS.
- ♦ Responsible for maintaining a sales and product-training schedule for each sales professional.
- ♦ Leading & Motivating team members to meet and exceed objectives by setting goals and tracking performance on real time basis & implementing improvement strategies.
- ♦ Identify new areas of commercial growth for the existing products across verticals.
- ♦ Maintain weekly sales tracking and leadership reports to support operational enhancement & implement corrective actions.
- ♦ Develop strategic plans by studying historic trends & future objectives to contribute to overall business growth including annual target settings, activity calendar and incentive schemes.

Attainments:

- Achieved **17%** Revenue growth in **YOY YTD JAN 2022 ver 2021 (17.30 Crs ver 14.80 Crs)**
- Six regions out of 7 showed a positive YOY growth YTD Jan 2022 ver YTD 2021.

Sep 15' – Apr' 21: *Konica Minolta Business Solutions India Pvt Ltd*, Location NCR) as Branch Sales Head NCR Corporate Sales – Reporting to General Manager – Sales

Team Size: Direct-9 & SI- 1

Role:

- **Deliver Budget for the year** - Revenue INR 5.50 Crs from 650 accounts.
- **Develop & Nurture CAT-A & CAT-B** (150) accounts through up selling & cross selling of 1 additional product while maintaining the 100% **leadership** in the accounts.
- **Amplify CXO/CIO level relationship in CAT-A accounts such as MSSL, L&T, Becton & Dickson, Sabic Plastic & Sabic Research, Kuehane Nagal, Yusen, HPCL, ICT, Goodyear, Max, Markem Image, Modicare NIIT, SMC, Wiley etc.**
- **People Management:** Ensure 100% of the Sales team is earning incentive.
- **Maintain** a healthy profitability of the business delivering on budgeted contribution margin goals.
- **Significantly** improve all parameters of employee engagement year on year.

Attainments:

- Increased NCR Business performance @ 30% CAGR between 2016-2019 (2.40 Crs to 5.50 Crs)
- Overachieved H1 2018 Plan for the region & qualified for Incentive Trip for HK & Macau
- New Account Acquisition – Region acquired 200 new accounts in a span of 5.5 years.

Sep 14 – Sep 15: Cura Healthcare Pvt Ltd, Location NCR) as Zonal Manager North – Reporting to General Manager – Sales

Team Size: Direct - 6 & Channel Partner - 15

Role:

- **Deliver Budget for the year** - Revenue INR 6 Crs from Pvt & Corporate hospitals
- P&L responsibility for the North Region business
- Lead, motivate, enable sales team of direct & multiple channel partners/resellers to deliver consistent run rate & lay foundation for long-term planned growth.
- Execution of Go to Market strategy for top 50 cities coverage, channel strengthening & team empowerment.
- Develop Key KOLs (Drs) in the region (Corporate & Govt)
- **Maintain** a healthy profitability of the business delivering on budgeted contribution margin goals.

Attainments:

- Achieved key breakthrough across the region of North for CT and MRI Business in NCR, UP & Punjab.
- New Account Acquisition – 60% business from new account acquisition.

Sep 13 – Aug 14: Prognosys Medical Systems Pvt Ltd, Location NCR) as Zonal Manager North – Reporting to General Manager – Sales

Team Size: Direct - 3 & Channel Partner - 15

Role:

- P&L responsibility for the North Region business (Corporate & Govt)
- Leading a team of 3 Area Managers and 15+ channel partners for turnaround performance of consistent growth year over year. (Digital radiography, High Frequency X-Ray and C-Arm.) across the Northern Region
- Conceptualize product deployment strategy and define a road map for new product to address future requirements.
- Identify and plan critical accounts acquisition and retention
- Develop Key KOLs (Dr) in the region (Corporate & Govt)
- Maintain a healthy profitability of the business delivering on budgeted contribution margin goals.

Attainments:

- Achieved key breakthrough across the region of North for CT and MRI Business in NCR, UP & Punjab.
- Achieved 33% growth YOY 2014 -2015. (3Crs to 4 Crs)
- New Account Acquisition – 1.5 Crs business from new account acquisition.

Sep 11 – Aug 13: Perfint Healthcare Pvt Ltd, Location Delhi, Sales Manager N&E India & Nepal – Reporting to HOD – Sales

Team Size: Sales – 6

Role:

- Manage, motivate and develop Sales teams & Dealers to implement sales & marketing plans and achieve objectives.
- Looking after Key Corporate & Government Accounts (Defence, Medanta, Fortis Group, Max and Regional RCC)
- To develop Developing Key Opinion Leaders across the region.
- Establish the vision and strategic market share plan for Perfint Robotic Healthcare products in N&E India and Nepal.
- Achieve Activity growth- Lead generation / New market identification, participation in local and international events.

Attainments:

- Achieved breakthrough by selling the 1st PET CT compatible high end Robotic Device for Interventional Oncology in a Government Hospital (2012 - INR 50 Lacs)
- Successfully executed the Indian Launch of MAXIO- Integrated Planning Targeting and Validation platform for cancer tumor ablation in New Delhi with Key Opinion Leaders and Doctors from across the country & internationally attending the event.
- Sold the 1st high end Robotic Device - Intelligent ablation tool MAXIO (Rs 75 Lacs)

March 2004 – Feb 2011 13: Xerox India Ltd, Location Delhi, Product Marketing Manager – Reporting to Associate Director Marketing

Growth Path:

Jan 10 - Feb 11	Product Marketing Manager
Mar 04 – Dec 09	Product Sales Manager

Team Size: Sales – 50

Role:

- Increase Revenue- Facilitate field sales force (**Annual Product Sales Target of INR 22Cr**s)
- Increase GP through Pricing & Appropriate product mix offering.
- Achieve Activity growth- Lead generation / New market identification, participation in road shows, local and international events
- Responsible for New Product launches nationally.
- Map the competition and market place to identify opportunity areas
- Provide the field with complete detail on Xerox & Competition products with USP and differentiators.
- Train the direct and partner sales force on product range.
- Responsible for Inventory management - Accurate Forecasting
- Liaison with logistic team for timely availability of material to the field sales force.
- Customer engagement through PR activities, Event management, Direct Mailing, Strategic tie ups with organizations and Industry associations etc.

Attainments:

- Achieved 276% YOY growth in the LMP Segment (2010 ver 2009)
- Achieved 140% of 2010 Revenue and GP plan
- Successfully Launched Entry Production Color DC 252 with FFPS in March 2010
- Successfully Launched Xerox 550-560 Entry Production Color in Oct 2010.

Product Sales Manager

Role:

- Developing, initiating and implementing the company's strategic objectives of market share, customer satisfaction for High End Mono Cut Sheet, Continuous Feed and Software printing solutions primary responsibility for covering Delhi & NCR. (Solution selling starting from 80 Lacs up to 6 Crs)
- Handling a set of Key Accounts in Utility, Telecom, Insurance, BFSI & Government.
- Build strong business relationship with Channel Partners at all levels and Resolve all conflicts/cross-functional issues with Channel Partners in the region.
- Ensure target profitability and satisfaction of Channel Partners.

Attainments:

- Achieved Major Breakthrough in High End Mono Cut Sheet Production machine with first install in Air Force – (INR 80 Lacs in March 2010 along with Channel Partner)
- Awarded Champion of the Quarter for Apr-June 2008.
- Nationally No 1 in PSG Sales for the year 2007.
- Received Top Performer of India Award in DMO across all sales departments for the year 2007.
- Achieved a Revenue Plan of INR 9.30 crs -highest ever achieved by any Sales personnel in PSG Sales till date. (228% against yearly Plan)
- Qualified for COO Elite Club 2007, organized by DMO for the first time in 2007, **Invited for Champions meet to France and St. Marteen.**
- Qualified for **MDs -“Meet me in Malaysia” contest in Quarter IV – 2007.**
- National Champion in commission earnings across all categories – **Earned INR 2.20 Million as Sales incentive in year 2007. – All time high in India.**
- Struck a deal for high end Mono, Color and Software Solutions for 6.50 Crs in Quarter 3 of 2007.
- Star Performer of Quarter 1 and Quarter 3 in 2007.
- Awarded for being the Star performer of the year 2007 – Received Cash Award of Rs 5000/-
- Struck a Bulk Deal of 3 DP 180s achieving a revenue of US \$450000/- in Qtr 1 2007.
- Qualified for EFI PSM Contest -2005, country visited – Thailand

Nov 02 – Mar 04: Lease Plan India Ltd, Location Calcutta & Mumbai, Business Development Manager – Reporting to HOD – Sales

Role:

- Key Relationship building with the Policy & Decision makers of the Corporate Houses and develop car policies to cover diverse industry segments in line with globally accepted norms.
- Creation of Avenues for enhancement of corporate visibility.
- Pioneered the successful launch of marketing programs to promote Lease Plan offerings in Calcutta.
- Developing, initiating and implementing the company's strategic objectives of market share, customer satisfaction in Mumbai & Calcutta.

Attainments:

- Responsible for setting up Sales office in Calcutta – 2003.
- Responsible for signing up the 1st Operational lease client in Calcutta – April 2003.
- Responsible for initiating, developing & implementing innovative market engagement model that led to breakthrough business in Calcutta & Bombay.

RITESH KHANNA

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Mar 00 – Oct 02: Xerox Modicorp Ltd, Location Calcutta, Named Account Manager – Reporting to Sales Manager – Direct Channels

Role:

- I was in charge of a set of Named Major Accounts in my last assignment.(overall charge of 30 accounts).
- Formulation of appropriate strategic plans and initiating cross - functional recommendations pertaining to sales, marketing and service to increase account productivity.
- Maintaining effective cross – functional relationship to ensure efficient resource management and credit control.

Attainments:

- *Excellent Performance for the period Jan 2001- June 2001.*
- *Struck a bulk deal of 15 machines revenue totaling to INR 35 lacs from Bata India Ltd.*
- *Sold the 1st digital B/W Multifunctional copier to IOC – Calcutta -2001 (INR 10 Lacs.)*
- *Successfully implemented Business Process Plan – project on Account penetration for IOC Calcutta & Bata India Ltd*
- *Excellent performance GMO performance club Jan 01-March 01.*
- *Two consecutive promotions in 2000 & 2001.*

June 98 – Dec 99: Modern Group, Location Calcutta, Manager FD – Reporting to VP Sales

Role:

- Handling the Investor cell for Eastern region.
- Marketing of Insulators to Electricity Boards – In Orissa/Bengal/Bihar.

Aug 96 – Dec 98: RS International, Location Calcutta, Manager FD – Reporting to VP Sales

Role:

- *Responsible for setting up family business with my father for chemicals required in Newspaper Publishing industry*

ACADEMIA

2012	: PGDBM (Sales & Marketing) – IMT Ghaziabad
1994-1996	: B.Com from St. Xavier's College, Calcutta University, Kolkata, India
IT Forte	: 2 Years Advance Diploma in Computers – NIIT Ltd -1996

PERSONAL DETAILS

Date of Birth	: 27 th April 1975
Language Skills	: English, Hindi, Punjabi & Bengali
Address	: B-147,2 nd Floor Green Field Colony Faridabad – 121010. Haryana.
Father's name	: Late Mr. R. C. Khanna.
Mother's name	: Mrs. Reena Khanna – Housewife
Wife's name	: Mrs. Ruchi Khanna – English Teacher (DPS Greater Faridabad)