



**ROMESH ADVANI**

**Hyderabad, 98483-77777**  
**Mobile Anywhere in**  
**World**

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**Winner of 16 + Sales Oscars & Top Business Award | Growing from an ASE to (leadership) roles in Sales & Distribution and Marketing in sectors like FMCG, Financials, Healthcare, Telecom & Diverse Start ups**

- ☞ **MBA in Marketing from IMT Ghaziabad 1995, PG in Advertising & BCOM degree**
- ☞ **Rich exposure in building high performance Culture of the Sales organization**
- ☞ **Coaching Sales Team**
- ☞ **Building Go to Market strategy**
- ☞ **Improving Revenues & Cash Flows**
- ☞ **Building Sales and Distribution Strategy in diverse sectors**
- ☞ **Comfortable in both Strategic Planning & Execution roles**
- ☞ **Omni Channel Exp**
- ☞ **Exp in National / Regional / Zonal Roles**
- ☞ **Turnaround Skills**
- ☞ **Build Sales Operations from ground - Up**
- ☞ **Strong exp in improving Sales productivity & Sales Process**
- ☞ **Build Teams ranging from 25 to 500 +**
- ☞ **Building Brand Visibility & PR and Research**
- ☞ **Effective Communicator & Analytical skills**
- ☞ **Motivator**

### **PROFESSIONAL ACHIEVEMENTS**

- ✓ **Revamped Strategy for Gillette in Retail & build business in Mumbai to 36 Cr per annum from scratch**
- ✓ **Worked with Tata / Idea build a 2 million base from scratch for Prepaid distribution business, enabled launch & gained (50 % + market share & 100 cr business), worked for 7.7 years, starting as individual contributor & later moved on to head Verticals including Distribution, Direct, Channel , Tele Sales**
- ✓ **For HDFC Bank Turnaround Region South 1, Grew AQB to 400 cr from 90 crore & grew sales volumes to 2.80,000 lac from 90 ,000, improved ranking from No 8 top 2, build a team of 500 + FOS & 80 Managers**
- ✓ **Launched S & D operations for MTS Telecom for Mumbai in a record time as Sales Head in a 110 % penetrated market, build best in class distribution in a 10-operator market**
- ✓ **Doubled Revenues for Global Hospital Business (LB Nagar unit) as Unit Head VP and turnaround unit to profits, build a brand from ground up, reported to Chairman & ED**
- ✓ **Launched IKYA a startup / QUESS as COO in Staffing, Winner of BT-Award for fastest to reach 100 crores in a year', Build nimble footed Pan India team across functions of 150 +**
- ✓ **Grew Revenues for Syona Cosmetics by 5X and Market Penetration by 8X**

## LATEST JOB ONWARDS

### **Independent Consultant Consulting & Coaching Hyderabad, India**

Feb '2020 onwards

- ☞ Consulting for Various Brand in the Startup, SME eco system in diverse sectors
- ☞ Analysis of Current Selling Process and Sales Strategy (RTM & GTM}
- ☞ Coaching of Sales Teams
- ☞ Content Creation & Execution of Sales Programs
- ☞ Motivational Speaker in various Forums
- ☞ 300 + Videos Created

### **Start - up Eco System – Hired by Fidelity & Private Equity Investors & Angel Investors (2012 to 2019)**

#### **Sales & Strategy Four Solar Private Limited**

Dec'18- Nov '19

- ☞ Hired as Mentor
- ☞ Role Involved Business Development & Alliances Building & Sales Strategy
- ☞ Building Teams
- ☞ Building Systems

#### **Head Sales SYONA COSMETICS – Chennai (Beauty Start up Funded by Chennai Angels)**

June'16- Dec'18

- ☞ Building RTM Strategy (Sales & Distribution)
- ☞ Turnaround of Sales operations
- ☞ Improving Cash flows to sustain business
- ☞ Launching new products and multiple SKU - Hair care, Skin Care & Body Care taking count to 100 +
- ☞ Increased topline revenues by 5X
- ☞ Improved Market Reach by 8X into Salon Base
- ☞ Started 20 new locations by adding distributors in each location
- ☞ Trained 5000 beauticians thru product technical trainers
- ☞ Started MT with BA channel in top locations in 25 + Stores like Vaibhav, Sona, Angels etc.
- ☞ Started direct to home (B2C) which gained great traction within a short time with multiple players
- ☞ Assisting the company in becoming a top 3 player in TN & increase market share to 35 %
- ☞ Responsible for debt collection and resolve all long outstanding issues
- ☞ Leading a team of 45 which includes ZSM, State Head, ASM, BDM, 4Trainers,

#### **Head Sales |Board Role Votary Tech Software, Hyderabad**

June'15- May'16

- ☞ Assisted company in launching Mobility Products into targeted segment (Reach Safe)
- ☞ Hired Teams in BD & Marketing (GM, DGM, Sales Managers, Inside Sales & Field sales)
- ☞ Supported BD Team in cracking meaningful projects with M & M & JIO, Qualcomm, Tel Government
- ☞ Conducting Organizational Reviews across company functions like Sales, Operations, Tech, HR, Marketing
- ☞ Achieved 35 % Growth YOY
- ☞ Reporting to CEO

#### **Leadership Roles in Sales - Hyderabad Class Teacher Learning Solution funded by Fidelity**

June'12 – May'15

- ☞ Working with Founders & President Sales
- ☞ Concept Selling of Technology into Schools

- ☞ Working with Relevant teams in HO to build Content
- ☞ Launching Products into Market (Software & Hardware both)
- ☞ Segment Institutional (K12 Schools)
- ☞ Recruitment of Sales & Operational Teams
- ☞ Business Development, Sales Pitch to Top Management, Media & Events, Collection, Presentations

**Global Hospitals LBN, Hyderabad, India**  
**VP Business Development & Marketing**

Aug'10 – Feb'12

- ☞ Improving Overall Customer Experience & Outcomes working with Operations, Sales & BD, Doctors
- ☞ Doubled Top line Revenues & Patient Volumes (IP)
- ☞ Increased Average Occupancy by 70 %
- ☞ Increased Footfalls thru flurry of S & M activities
- ☞ Improved Brand Visibility thru judicious use of ATL, BTL, PR & Media and Events
- ☞ Working on various plans to improve services
- ☞ Expanded the Referral Verticals tremendously GP & Clinics across Telangana (Doctors who refer patients)
- ☞ Working with Doctors, Operations teams, S & M, HO to improve brand image
- ☞ Conducting regular CME, Clinics, Health walks, new activities etc. to improve business
- ☞ Rebuild PSU business by adding new clients like CRPF, ECIL, BDL, BSNL, Singareni, NTPC etc.
- ☞ Building the Ref based Admission process from ground up (SMS based) to improve transparency
- ☞ Starting International business from Africa & Sri Lanka thru SR Manager & working with HO
- ☞ Reporting to MD & ED

**MTS Telecom, Mumbai, India**  
**Sales Head - Retail**

Apr '09 - Aug'10

- ☞ Launched Mumbai operations from ground up in a 110 % penetrated circle
- ☞ Build Sales Strategy document for entire circle
- ☞ Hired Sales Team of 5 Zonal Heads, 2 Vertical Head & 20 ASMs & 45 Star FOS & 120 FOS (DGM, ASM, FOS)
- ☞ Building Distribution Infrastructure in over 15 ,000 GT outlets and started MT / Alternate Channels
- ☞ Appointed 44 Distributors from ground up
- ☞ Opened 30 branded FOFO stores in a record time (constructed & operational)

**IKYA (QUESS) Bengaluru**  
**COO & Co Founding Team**

Mar '08 – Apr'09

- ☞ Launching Brand Nationally in Staffing Industry (blue collar)
- ☞ Build 15 Offices & 150 staff in a rapid pace - lead & build Teams in Sales, Operations, Marketing, HR
- ☞ Building Market Entry Strategy which is Technology Enabled, Nimble Footed & Customer Centric
- ☞ Achieved Turnovers 100 cr + in a record time, part of team which bought 8 million UDSD finding
- ☞ Worked with Sales team acquired 50 + companies like Microsoft, Motorola, Idea Cellular, Future Group, Café Coffee Day, HDFC, Idea, Advanta Seeds, HLL, Samsung
- ☞ Company nominated by Business Today as Top 10 Start up in India in my leadership

**HDFC Bank Ltd., Chennai, India**  
**Regional Sales Head – South 1 Region**

Apr'05 – Mar '08

- ☞ Turnaround of Sales operations for South 1 from Bottom region to Top 2 region for Retail Liabilities
- ☞ Increased customer acq No's to 2.80 lacs annually from 90,000
- ☞ Increased Savings account Numbers by 100 %
- ☞ Improved Corporate Salary numbers by over 300 %
- ☞ Started Insurance Channel in my territory
- ☞ Started & Scaled CANI & PAM Channel
- ☞ Grew AQB up to 380 crores from 90 crore

- ☞ Doubled Sales Productivity of a very large team in Direct & Tele Sales
- ☞ Handled 87 branches + 80 in managerial level taking sales force to 800 from 300
- ☞ 90 % branches in my region achieved over 100 % tgts
- ☞ Improved Product knowledge thru regular Training
- ☞ Winner of 15 + Sales Oscars

### **Tata Cellular / Idea - AP & Tel circle**

Oct'97 – Mar'05

#### **Zonal Sales Head– Retail Business**

##### **Grew from AM**

- ☞ Part of team which Launched the Prepaid - Distribution Business from ground up from zero base to build mobile services sales & operations (Sim Card, RC, Handsets, Data Cards etc.)
- ☞ Opportunity to learn and build multiple Sales Vertical from scratch (Direct, Corporate, Govt)
- ☞ Received multiple promotions to move to become Zonal Sales Head for Hyderabad from an Assistant Manager S & D
- ☞ Build a 100 cr business from zero for Prepaid Distribution Channel in Hyderabad
- ☞ Build and retained a 50 % plus Market Share for 5 years
- ☞ Retail Branding in 20,000 outlets from scratch
- ☞ Launched many new Sales Channels
- ☞ Build Retailer Loyalty Programs for entire circle (like Product Manager)
- ☞ Later Head the Postpaid Business where I grew no's by 3X (Corporates, DSA, Govt Channel Business)
- ☞ Worked with Top Management

### **Gillette, Mumbai, India**

Jun'95 – Oct'97

#### **ASE – Braun Personal Care**

- ☞ Rebuilding Sales Strategy for the Brand in South Mumbai
- ☞ Building PC business in General Trade (Silk Epil, Men Shavers, Dryers etc.)
- ☞ Appointing 2 Distributors & started CFA
- ☞ Started 25 MT & 800 + outlets
- ☞ Conducted Sales Promotion Activities, Brand Visibility
- ☞ Reporting to RSM

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- ☞ Represented State in Junior Cricket
  - ☞ Represented in AIR both as Panelist & Host
  - ☞ Reading Books
  - ☞ Making Videos
  - ☞ Music
  - ☞ Languages – Hindi, Telugu, English
  - ☞ Love to Travel