

NIHIT SRIVASTAVA

OBJECTIVE

With core expertise and acumen into business development, I always look forward to aligning the client requirement with right service at right time. I seek to obtain a responsible position with a progressive company, where my core skills will have valuable application and would be utilized for further advancement of the organization.

SKILLS & ABILITIES

- Sales & Marketing
- Business Development
- Go-To-Market Strategy
- Channel Management
- Revenue Growth
- Team Management
- Key Account Management
- P&L Management

PROFILE SUMMARY

- A result oriented professional with over 12 years' experience in International Business, Sales and Marketing, Profit Centre Operations, Business Development, Key Account Management, Product Launches / Promotions, Distributor/Channel Management, Client Relationship Management & Team Management.
- A proactive professional and planner with expertise in strategic planning, market plan execution account management, pre-sales efforts with skills in P&L management, sales administration, and competitor market analysis.
- Possess expertise in working on multicultural environments with the distinction of exploring new markets (India, SAARC, Middle East, & Africa) for expanding businesses from scratch and streamlining operations. Experience in strategic alliances, partnerships & joint ventures to achieve desired sales goals.
- Proficient in independently designing & implementing marketing & sales strategies.
- Proven track record of increasing revenues, establishing distribution networks, streamlining workflow and creating a teamwork environment to enhance productivity.
- Skillful at analyzing market trends to provide critical inputs & formulating selling and marketing strategies. Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets.
- Excellent communicator with strong negotiation skills having leadership qualities & analytical power.

WORK EXPERIENCE

Datacipher Solutions Pvt. Ltd.

Sr. Manager Business Development (India West, APAC, Middle East & Africa)

Remote, From Sep' 2021 – Till Date

Responsibilities:

- Develop and execute aggressive Training Sales & sales strategies to increase revenue growth
- Prepare and track sales goals, forecasts, and KPIs for use in organizational planning, financial forecasting, budget setting and strategic planning
- Partner with Marketing leaderships on designing comprehensive go-to-market plans and campaigns and manage all aspects of alignments, business planning and execution
- Provide coaching, mentoring, and performance feedback to the team & participant in succession planning

- Builds relationships across functions, both within sales and company-wide, to facilitate highly effective sales process
- Actively participate with and presents to senior leadership the sales strategies, progress metrics, and action plans
- Ensure adherence to both company and external statutory compliance requirements

CallHippo (AppltSimple Infotek Pvt. Ltd.)

Channel Sales Manager Remote, From: Dec' 2020 – May' 2021

Responsibilities:

- Build product and domain expertise by understanding product functionalities, market positioning, competitive landscape, product market fit.
- Establish and maintain healthy relationship with partner teams, prospects and customers in various geographies
- Own and meet assigned sales targets (co-owned by channel managers) by working closely with partner sales teams
- Collaborate with various internal functions like presales, customer success, marketing, and support to ensure seamless support for partners and customers
- Understand local markets thoroughly including factors influencing buyer's decisions like economy, technology, and so on
- Assist partners on issues with conversions, objection handling, providing necessary resources to achieve closure
- Discover and implement new / market-specific lead generation exercises to supplement inbound lead generation, working closely with marketing teams and reseller sales teams
- Be the single point of contact for partners for all things technical
- Provide L2 support and follow up for partners on customer queries
- Arrange online training sessions and ensure partner is up to speed with what's new in the product
- Handle incoming support tickets from partners, manage escalations from partners/customers

Significant Accomplishments –

- Streamlined Channel Sales Program
- Designed Partner Roadmap ▪
- Defined Channel operations model ▪
- Identified major markets
- Appointed 15 Channel Partners
- MRR of \$3500

VINSYS IT Services India Pvt Ltd, Pune From May'2010 – Nov'2020

Sr. Manager – Business Development – Africa and Israel, Feb'2020 to Nov'2020

Deepening current business play in the geographies covering Africa (Nigeria, South Africa, Kenya, Tanzania, Uganda, Tunisia, Algeria, Morocco, Ghana and Egypt), and Israel. Pro-active business-based geography targeting, based on the opportunity and strategic fit across markets. Creating and expanding international business in new territories. Driving the sales cycle/process by understanding the customer buying process and needs; focusing on solutions; seeking to understand the challenge by a consultative approach. Building go-to market strategies, business projections, sales, and profitability. Leading sales and channel partners team towards higher growth trajectory.

Significant Accomplishments –

- Successfully recruited Franchisees for VINSYS in Africa.
- Expanding network in the given region through social media to spread awareness and create need.
- Successfully managed and conducted Seminars/ Trainings on various programs offered by Vinsys.
- Sold 600+Autodesk Certification Exam vouchers.

Sr. Channel Manager – Autodesk Program (India SAARC, Middle East & Africa), May'10 to Jan'20

Catering to the marketing needs to develop Autodesk business of Training & Certification, and working in tandem with Autodesk Authorized Training Centers' to ensure adoption of latest Autodesk design technology in the education ecosystem in India SAARC, Middle East & Africa. Contributed to scale up the Autodesk account to 1100% over the span of 10 years. This was achieved with the focus on Bottom Line growth of 47%.

Significant Accomplishments –

- Drove the business in a highly competitive market with 100% achievement of the sales target YoY.
- Managed activities to generate leads and queries. Achieved 70% growth on lead generation.
- Steered efforts in conducting seminars and events in the colleges.
- Worked as a core team member in conceptualizing and strategizing the new venture in B2C space.
- Proficiently handled the ATC Partners by collecting 100% payment.
- Successfully managed, trained & developed my sales team for more coverage to enhance the sales penetration & negotiation skills.
- Achieved average annual growth of 25% YoY on Certification numbers.
- Recruited ATCs in 15 New Countries, adding 25-30 ATCs per financial year.
- Maintained the ATC retention ration of 95%+ cross the period.
- Academic tie-ups with 150+ institutions.
- Increased the Annual Autodesk Certification voucher sales from mere 800 in the first year to 30,000+.

Responsibilities:

Strategic Planning/ Business Development

- Planning and analysis of market trends and competitor activities for assessment of revenue potential in business opportunities.
- Developing process to understand determined levers of client value, evaluating business strategies, and implementing the selected plan to fine tune current business activities.
- Formulating corporate goals and developing business plans for augmenting market share and margins.

Sales & Marketing

- Handling product promotions through different Advertising & Promotional schemes.
- Monitoring the market response and conveying the feedback to the Management.
- Continuous review of competition & market information to fine-tune the marketing strategies.
- Establish and execute objectives and strategy relating to market penetration, product promotion & awareness, competitive analysis and channel strategies.
- Planning and implementing new promotional campaigns.
- Effective market specific pricing strategy for enhanced trade acceptance

Customer Relationship Management/ Channel Management/ Account Management

- Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets.
- Mapping client's requirements and providing them expert advisory services pertaining to selection of right products.
- Maintaining healthy & cordial relationships with the clients for expanding business & resolving the queries & complaints for high customer satisfaction.
- Developing new business and awareness strategies to generate new channel/franchisee signings.

Operations

- Developing and executing all contract development and legal documentation with channel partners.
- Developing incentive and marketing programs for the channel partners.
- Laying down the annual marketing plan and budget for the assigned product categories.
- Responsible for implementing promotional activities.

IDenizen Smartware Pvt. Ltd.: April'09- March'10

Asst. Manager - Sales (UP & Uttranchal)

Responsibilities:

- Responsible for generating leads, closing deals and nurturing clients in the given region in the education segment.
- Identify new markets for the products/services of the company.
- Build lead generation campaigns & convert potential leads into clients.
- Analyse client's requirements & provide them solutions/services accordingly.
- Ensuring total account management including account mapping to understand the roles of the influencer, decision maker, etc of the client's organisation.

Significant Accomplishments –

- Sold College Management System (CMS) to 5 Academic Institutions in the region
- Generated revenue of INR 44,00,000 in the first year.

EDUCATION

- MBA (Marketing) from IILM, New Delhi – 2009
- B.Com (H) from VB University, Hazaribagh - 2006.

DETAILS

DOB	October 30 th 1984
Nationality	Indian
Marital Status	Married
Address	Kothrud, Pune

