

## **Zehra Chopra**

*Courage, Change, Compassion*

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### **PROFILE**

Visionary Leader with 29 years of experience & performance, in Business Development, Corporate Sales, Account Management, Strategic Planning, Customer Experience, Management, Creative Branding, Innovation & Relationship Management.

### **SKILL HIGHLIGHTS**

Passionate, Persuasive, Empowering, Communication, Leadership, Committed, Disciplined, Decision Making, Negotiating.

### **EXPOSURE**

#### **Canada: 15 years**

IT Solutions/Document Management  
Real Estate  
Healthcare

#### **UAE: 2 years**

Retail & Innovation

#### **India: 13 years**

Advertising, Marketing, Branding  
Hospitality & Public Relations

### **PROFESSIONAL EXPERIENCE**

#### **Konica Minolta Canada – IT Solutions & Services**

*Enterprise Sales Account Manager Ontario*

**Jun 2017 – Oct 2019**

Developed strategic plans for new business development  
Managed existing clients and increased the current business by providing excellent customer experience  
Partnered with clients to understand their business objectives, challenges and help achieve their goals  
Performed discoveries at customer sites engaging staff to better understand and address existing processes  
Worked on pilot projects with our solutions team to demonstrate solutions offerings  
Presented scope of work to showcase new technology benefits comparing it to their current situation  
Led RFP's and tenders right from planning to completion  
Made presentations to customers with a strategic focus on the ROI  
Negotiated contracts and closed deals with high profit margins  
Built long term relationships with customers by problem solving methodology  
Offered value added solutions with a sustainable platform and long term savings.

#### **Achievements**

Top performer, exceeded sales targets and managed accounts with exceptional customer experience

#### **Speedex International : Second largest Retailer of UAE**

*CEO / Director Operations UAE*

**Aug 2015 – Apr 2017**

Governance- Established corporate functions of Business Development, HR, Finance, Marketing and Retail.  
Change Management- Revamped existing operations through a variety of change management initiatives  
Innovation – Implemented changes in the retail stores with new ideas of merchandising & planning  
Advertising & Branding – Created concepts and marketing campaigns for a new positioning in the market  
Expansion Projects- Worked on expansion of retail outlets in the country and successfully managed the project  
Event Management - Participated in national exhibitions and managed the entire event from inception to implementation  
Talent Sourcing & Training- Hired and trained managers in areas of retail, sales, customer service & operations  
New Business Development- Extensively worked with the sales team and built strategic plans for achieving targets  
Strategic Planning- Developed a plan for 2, 3 & 5 years with realistic approach and company vision  
Operational Excellence- Created a mindset engaging employees to work with new principles of the company and create a sustainable platform streamlining current and new processes  
Growth - Built trust relations with stakeholders and key partners for new ventures and future collaborations  
PR- Elevated the company's presence by collaborating with media, national exhibitors & target audience

#### **Achievements**

Over achieved targets by working with a strong commitment, discipline and passion. In the first year repositioned the company to the next level with a solid foundation and no compromise on values. Increased revenue and enhanced customer experience by motivating and training employees, ensuring that everyone was valued, respected & rewarded.

**Ricoh Canada Inc – Document Management****Business Development Manager SWO****Oct 2013 – July 2015**

Managed the large accounts in South Western Ontario

Worked with C level executives of companies to understand their business objectives and current situation

Arranged appointments and executed the meetings with the solutions & senior management.

Hunted for new business and bagged new competitive clients

Made presentations with the team to new clients demonstrating our strengths and offerings

Performed quarterly reviews with existing clients scoping annual plans and next steps

Increase revenue with high profit margins by winning customer trust

Ensured customer issues were taken care with utmost satisfaction

Executed meetings with each department to streamline their workflow and increase productivity

**Achievements**

Increased revenue by 30% and added new customers on the portfolio.

**Lexmark Canada Inc – Healthcare Solutions****Director Business Development****Dec 2011 – Oct 2013**

Managed the large accounts in healthcare

Targeted new competitor accounts and arranged introductory meetings

Worked with industry experts and met the department heads

Performed comparative analysis of their current situation and future solutions

Engaged the staff to better understand the challenges and implications

Executed on site discoveries with the team to demo the workflow solutions

Earned their trust by proving the benefits and presenting realistic ROI's

Negotiated contracts and won business of new clients with teamwork

**Achievements**

Increased healthcare presence in the tough competitive market & won new RFP's.

**Canon Canada Inc – Document Management****Major Account Manager****Jan 2009 – Nov 2011****Achievements**

President Club Award

**Ricoh Canada Inc – Document Management****Key Account Manager****Jan 2000 – Dec 2008****Achievements**

President Club Award

**INDIA Experience****June 1987 – Oct 2000**

- **TAJ Group of Hotels** - Assistant Director Sales 2 years
- **Accor Group of Hotels SOFITEL** - Manager Corporate Sales 2 years
- **Triton Advertising Agency** - Director Business Development 3 years
- **SOI Archer Communications** - Director Client Servicing 3 years
- **SESA Seat Yellow Pages** - Regional Sales Manager 2 years
- **Nelsons High School** – Secondary Teacher 1 year

**EDUCATION**

Honors Bachelor of Science [Microbiology]

**VOLUNTEER & Part time**

Sienna Senior Living - Senior Care.

