



ROHIT MALHOTRA

Executive Summary:

A Versatile and result oriented leader in Profit Center Management. I have proven track record of creating value by driving Market Shares, Top-line & Profitability and leading high performance in Industries ranging from Start-Up's in the hospitality and VAS to multi-national businesses like OYO, Vodafone India, Reliance Communications, GE etc.

Driving Sales, Revenue Operations, Demand Generation, Business Development, People Leadership, success in structuring high-performing Customer life cycle management-from on-boarding to exit, Customer Segment like HNI, Enterprise, Retail management and differentiated services, streamlining business processes, and implementing supporting technology to reduce expenditures, boost productivity, and increase profits.

CONTACT

PHONE: +91 76666 01000

LINKED IN: [linkedin.com/in/rohit-malhotra-0266b85](https://www.linkedin.com/in/rohit-malhotra-0266b85)

E-mail: malhotraxrohit@gmail.com

EDUCATION

BA – Economics Honors - Delhi University
1992 - 1995

WORK EXPERIENCE

UpGrad Education, Head of Sales – North America- Current

Heading Inside sales team for North America. Responsible for P&L for Sales function. Scaling high performance team to deliver \$12 Mn by exit 2022. Managing operations team and working closely with Marketing & University Partnership teams to launch new programs.

OYO Hotels & Homes, Head of Supply - International

Aug'19 – July 21.

Leading Growth for Inside Sales for US & Canada Market, Supply Excellence, Lead Management, Funnel Management, Driving Revenue Ops & Business Development.

91 Grid.com, Co-Founder & Director

Oct'17– Till Aug'19

Responsible for P&L, Business Development, Marketing, Scouting & Servicing Customers with relationship building

Reliance Communications, Vice-President - CLM

2014 – 2017

SKILLS

- Managing & scaling high performance teams
- Workforce Management
- Profit Center Management
- Sales & Marketing Operations
- Strategy, Planning & Execution
- Contact Centre Management
- Team Management-Hiring, training & development
- Business Development
- Risk Management
- Project Management
- International Expansion
- Change Management

WORK EXPERIENCE – DETAILED

Director – Sales – North America (USA & CANADA), UpGrad Education

Jul' 21 till date

- Setting up Inside sales team for North America Market based out of India (Mumbai/Bangalore/Gurugram)
- Scaling teams with remarkable talent and high velocity sales motion from 0 to 100+ within a span of 6 months.
- Role entailed hiring/training/developing academic counsellors and management team.
- Working on strategies to enhance productivity, increase SOP, increase conversion rates, focus on marketing spends and increase on quality of counselling and conversions.
- Creating SOP: tight operational rigour with best-in-class processes and infrastructure,
- Expertise: build businesses through learning more about the industry and scaling team capabilities
- Working closely with Marketing teams to work on campaigns, lead quality and L2C, L2P, Junk/Invalid number. Monitor Budget, CAC, Revenue, ARPU
- Drive growth for the business with new technology and improve the connect rations.
- Working on mid funnel activity to milk the base of inactive learners, entice them with offer, new schemes to enhance sales/revenues for the organization.
- Contribute ground performance insight to Pricing & Revenue stakeholder in order to maximize the sales and revenues.
- Driving Sales Velocity, Top of the funnel, mid funnel and sale closer by objection handling and support to sales teams.
- Working with content team to ensure we have best in class courses.
- Work with University Partnership team.
- Working with Learning experience teams once the handoff take place from sales to onboarding team.
- Managing onboarding teams so that learners feel part of system and their issues and concerns are addressed by this team and they can connect with UpGrad buddy at any point of time which supports learners 24 *7.

AVP – International Supply (USA & CANADA), OYO Hotels & Homes

Aug'19 till July21

- Leading Growth for Inside Sales for US & Canada Market, Supply Excellence, Lead Management, Funnel Management, Sign to Live Efficiency
- Scaling teams with remarkable talent and high velocity sales motion from 20 to 150+ within a span of 3 months.
- Role entailed expansion and process adoption to other Op-Co markets across the world as per **COE** agenda (was put on hold due to the pandemic)
- Launched and scaled the OYO Vacation Homes business in the US market as well as supported Europe & UK market with setting up the Hotels & Homes business in UK.
- Drive growth for the business with On-boarding new Hotel Partners and signing them end to end.
- Work closely with the Regions to drive business expansion. Focus market include independent & branded hotel operator across USA & Canada. Total Properties Signed till date 250+ with 17000 rooms on-boarded.
- Contribute ground performance insight to Pricing & Revenue stakeholder in order to maximize the productions of Assets by frequent re-tuning the dynamic pricing algorithm.
- Driving Sales Velocity, Top of the funnel and real time map & track of resources for optimum performance and Network Planning
- Cross collaboration with Revenue, Infrastructure, Marketing, Leadership teams etc.
- Implementation of Dialer infrastructure for productivity management for the remote set up
- Set up the sales life cycle management process from lead generation to property go live.
- Back-office management for Contract renewals, amendments etc.

Co-founder - Director Operation: <http://91grid.com>

Oct'17 till Aug'19

Responsible for

- P&L
- Marketing
- Servicing Customers
- Relationship building to leverage more customers
- Business Development
- Scouting Customers

Vice President – Customer Lifecycle Management, Reliance Communications**March'14 till Oct'17**

Lead the function for PAN INDIA

- Managed teams of 2500 + (1100 inbound and 400 outbound – in-house + 1000 outsourced) employees.
- Client servicing and customer engagements for proactive issues identification and resolution, up/cross sell, upgrades, retentions and debtor management processes, resulting in over 50% YoY revenue growth, consistent C-SAT and timely collection with less than 2% bad debts.
- Drive CXO level engagement with large corporate and SME accounts for mobility, fixed lines, PRI for solutions and re-signs. As customer owner, work in close coordination with network and IT teams for designing, implementation and maintenance of customized solutions along with conventional offering for enterprise customers
- Drive Digital Transformation Agenda for customer operations, CX and for customer facing teams + Evaluate and facilitate implementation of core technology for contact centers and CRM + Applications development for customers, channels (distributors etc.) and employees to enhance efficiency and proliferate DIY with focus on Quality, relevance and speed. + Manage technology services partners for timely delivery of products and applications
- Drive Innovation + Conceptualized and deployed successful POC for "Work from Home" for both voice and data processing and launched "Integrated Knowledge Management" system for "findability" and ticketing. Replace multiple screens (conventional CRM) with one "all inclusive" application. + First Telco to have Service on Twitter and trained & deployed chat bot for L1 chats in 2016
- Deliver Profitable and responsive retail (conventional retail) + Design and implement the retail road map to expanded retail footprint. Opened 1800+ profitable stores with focus on digital proliferation for additional sales and revenue
- Develop synergies for mergers for both business and processes for seamless transition
- Instrumental in drafting & roll out of the National Credit & Collections Policy.
- CPV, KYC, CIBIL check to check on quality of acquisition. Fraud prevention and de dupe process
- Field Collections, Agency Management, Agency Payout. Incentives & Contest. - Field Recovery, Skip tracing & legal treatment of accounts.
- Focus on reducing cost and leverage digitization to keep cost in control (SMS, Emails, App notification, automated dialer, chat bot etc.)
- Responsible for timely customer upgrade(s), HNI management, Customer Retention, converting enquiries into sales and profitability forecasts to guide daily advertising expenditures.

Got Promoted to VP & National- CLM from AVP- Credit & New Customer Experience**WORK EXPERIENCE – OTHERS**

Head - Credit & Collection, Vodafone India	2006 - 2014
Senior Manager - Aviva General Insurance @ WNS Global Services at Pune.	2005-2006
Regional Manager – Credit & Collection - GE Capital (SBI Credit Card Joint Venture)	1998 - 2005
Account Manager: Sales & Marketing, Radisson Hotel Worldwide	1996 - 1998
Sales Executive: Marriot Hotel International	1995 - 1996