

Kumar Sandeep

B.E, M.B.A, IIM-K(Product Strategy-Pursuing), Business Analyst, Global IT Sales Specialist, ERP, CRM , Image Recognition(IOT), AI, BI, SFA, DMS ,Software Solution& Services

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- 12 years of rich experience working in APAC and MENA Regions Seeking assignments in Sales/Business Development/Operations with technology driven organization in INDIA or Abroad.
- Sales & Business Development Key Account Management Customer Acquisition Sales Reports & Correspondence Corporate & institutional sales Relationship Management Business Planning and Strategy Referral/Repeat Business Generation Negotiation Skills Team facilitator & Team management
- Sales Operations: Taking care of the sales with focus on achieving predefined sales target and growth. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame. Tuning sales strategies; initiating market development efforts. Dynamic Key Account Manager with 3 years' experience and a strong background playing a vital role in the development, management, growth and retention of key accounts for a wide range of organizations. Service-centric leader dedicated to fueling revenues, enhancing client experience and achieving top brand loyalty. Highly adept in performing within high-pressure and deadline-driven environments, driving full sales lifecycles with focus on territory expansion. Seasoned Business Analyst offering 4 years of FMCG/CPG, Trading, Manufacturing, Electrical & Electronics, Automotive industry success. Expert on business and systems requirements, user acceptance testing and end-user training. Accomplished at leveraging past lessons to inform future decision making. Business Head successful at responding to shifting business needs and priorities in systematic and effective way. Well-versed in implementation of operational assessments and conducting functional requirements analysis for businesses of all sizes. Quantitative expert with exceptional speed in analysis of quarterly and annual reports and providing comprehensive syntheses.
- Key Account Manager with 3 years' experience and a strong background playing a vital role in the development, management, growth and retention of key accounts for a wide range of organizations. Service-centric leader dedicated to fueling revenues, enhancing client experience and achieving top brand loyalty. Highly adept in performing within high-pressure and deadline-driven environments, driving full sales lifecycles with focus on territory expansion.
- Achievements include improving sales, profit and service metrics through hands-on and proactive leadership of team members and strategic plans. Motivational and hardworking manager with expertise in service processes and marketing campaigns.
- Effectively promote products and increase revenue by connecting with customers and recommending target offerings. Organized, adaptable and knowledgeable about preparing displays, merchandising shelves and assisting customers. Drive customer loyalty by providing friendly and skilled support.



Skills

Account Management(ERP, CRM, IT Infrastructure services IOT, Image Recognition, ChatBots, DMS, SFA)	◆◆◆◆◆
Artificial Intelligence, Image Recognition, Chatbot	◆◆◆◆◆
Sales Automation Application-FMCG/CPG	◆◆◆◆◆
B2B, Hunting and Farming Management	◆◆◆◆◆
Sales Budget	◆◆◆◆◆
Business Analyst	◆◆◆◆◆
Business Development	◆◆◆◆◆
Business intelligence	◆◆◆◆◆
Business plan	◆◆◆◆◆
Business Process Analysis	◆◆◆◆◆
CRM	◆◆◆◆◆
Product Strategy, Product Management	◆◆◆◆◆
Approach	◆◆◆◆◆
Business Administration	◆◆◆◆◆
Business Analysis	◆◆◆◆◆
Business Development	◆◆◆◆◆
Business strategy	◆◆◆◆◆
Workflow	◆◆◆◆◆
Strategic Planning	◆◆◆◆◆



Work History

Aug 2019- Present **Sales Director, Key Account, Business Analyst, Product Strategy**
Salesforce.com
EBest Mobile Technology Pvt.Ltd, APAC, MENA, Karnataka. - Salesforce.com

- Generating and following-up on leads.
- Business Development: Implementing the long term business directions of the region to ensure maximum profitability in line with organizational objectives.
- Analyzing business potential, conceptualizing& executing strategies to drive sales, augmenting turnover and achieving desired targets.
- Key Account Management: Interfacing with key influencers among corporate for ascertaining requirements, making presentations and submitting offers as per product/service needs of clients.

- Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
- Global Sales Head-APAC, MENA-Salesforce.com-Sales and distribution Management System, Image Recognition, Sloth-Smart IOT, as a, partner, eBest Mobile can pass along many benefits and advantages in terms of cost-savings, cloud-security, and ongoing technology innovation such as Artificial Intelligence via Einstein.
- We have working on different Application products for FMCG, CPG, CONSUMER GOODS, AUTOMOTIVE Industry, towards the sales and distribution Management system(SFA, DMS, IR, AI) and eBest IoT presents revolutionary new IOT products and business intelligence solutions to bridge the gap between hardware and software by connecting products to cloud and internet and designated to the smart coolers, chillers in FMCG/CPG industry and with the proper BI Analytic reports The unique combination of hardware and software provides a cloud connected platform for different products like Smart Beacons, Smart Sensors, GPS Tracking Modules and Smart Gateways from which data streams out to the cloud.
- Partnership also allows us to stay one step ahead of trends and advancements so you can be among the first to take advantage of mining rich market insights from sales and retail execution data.
- (Android and IOS).
- Responsible for getting revenue via procedural marketing to APAC and MENA Regions.
- Maintenance of reports of Business development.
- Travel across the Country and different geographic location to meet the clients and promoting the company products.
- Meeting management personnel and promote the company products such as SFA, DMS, IR(AI), Delivery Application, eBest IOT.
- Prepare Proposal, Quotations, to give Technical demonstration of the Software and follow up with Customers in Technical and Commercial aspects.
- Working towards the RFI, RFP for different regions.
- Establish good and formal relationship between Customer and Company, generating new leads, Fixing Demos, Achieving the Company monthly targets in given time, etc.
- Giving the Demos and Presentations at the client place as well as online demonstration.
- Sourcing new clients, fixing the appointments and giving the Demos and Presentations at the client place.
- Heading the Business development and Sales functionality of the company across India.
- Preparing the Business strategy, sales strategy and on pricing strategy.
- Knowledge transfers on business requirement as well as on CAREER FLOW functional requirement of customer/client to the internal technical unit.
- Achieve and focus on annual revenue target, discussion with the consulting partner on the business development.
- Builds and maintains customer relationships to ensure customer satisfaction.
- Develops and implements region-wide sales plans consistent with company vision.
- Attends trade shows and demonstrates products.

- Manage Key Accounts, Channel Partner Management.
- Regular update of the opportunity in the Sales force CRM.
- Target Management of \$1-2Million.
- Closed Customer-Coca-Cola srilanka, Mars India, Petronas Malaysia, AbinBev – India, Danone-Iran, QSRT-Malaysia, Cargill Srilanka etc.
- Developed Partner in Africa Continent (Nigeria, South Africa, –India South Region & UAE.
- Served customers in a friendly, efficient manner following outlined steps of service.
- Prepared a variety of different written communications, reports and documents to ensure smooth operations.
- Worked closely with Project Managers to maintain optimum levels of communication to effectively and efficiently complete projects.
- Conducted research, gathered information from multiple sources and presented results.
- Elevated account management by predicting potential competitive threats and outlining proactive solutions.
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Mapped process activities to identify shortfalls and propose options to rectify operational inefficiencies.
- Assigned tasks to associates, staffed projects and updated all involved parties to enhance optimal business flow.
- Conducted interviews with key business users to collect information on business processes and user requirements.
- Diminished process gaps and encouraged optimal productivity by closely supervising workflow of claims analysts and mail clerks.
- Created workflow diagrams and Gantt charts to clearly demonstrate processes and timelines.
- Consistently achieved top ranking in revenue and profit growth.
- Documented business processes and analyzed procedures to align with changing business needs.
- Met with stakeholders to establish favorable business relationships and support mutually beneficial interests.
- Evaluated consistency and importance of different business intelligence data against needs to determine optimal courses of action.
- Drafted quarterly and yearly reports on company financial metrics to assess successes and account for deficiencies.

Apr 2016 -
Dec 2018

Head of Business Development

ACELRTECH Labs, Trace Locus-School Bus Tracking System, IOT, Cochin, India

- ACELR is the fine combination of extensive experience, domain knowledge and technical expertise.
- ACELR believes profitability means client satisfaction, and clients are only satisfied when they have the best team working with them, and delivering for them strive to maximize the use of existing systems at our clients site and transition to new solutions only when needed.

- We excel as an enterprise solutions provider on premise, on the cloud, and across devices like smartphones and tablets (Android and IOS). The products which ACELRTECH are Raporid, PlanX and Trace locus-Fleet Management (IOT-Smart School Bus).
- Roles & Responsibilities.
- Handling the Sales and Marketing for the entire South Region and UAE towards Sales Automation Products such as Rapider and PlanX with web and mobile application to ensure better connecting manufacture to distributor with their dealers.
- Sales strategy and marketing strategy for the new business.
- Involvement in the product development.
- Order book and revenue management.
- Sales team Management.
- New market development.
- Features: Cloud based SAAS, product with order management, collection management, Van sales management, offer management, inventory/stock management, store management with web and mobile application Domain Focused: FMCG, Retail, Consumer Durable, Automotive, Electrical & Electronics, Banks and NBFC, Education Industry.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Developed new business by networking with prospects and valuable customers at [Type] and [Type] events.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Developed and promoted successful company sales and account management personnel into leadership positions to drive company growth.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Generated new business with marketing initiatives and strategic plans.

Nov 2014 -
Dec 2015

Business Development Manager

Inovate Technology Consulting, Dubai, UAE

- Inovate Technology Consulting is a People process and Technology Company, looking forward for the ERP Application (Openbravo-OpenSource), Document Management System (Alfresco) CRM (Sugar, Openia) Infrastructure support and services and specific processed ERP Application for the Interior Design Company.
- Roles & Responsibilities.
- Handling the entire solutions of Inovate solutions across U.A.E.
- Meeting with large corporates, demonstration and presentation to COO, MD'S, CTO, DIRECTORS, CEO, understand their requirements and give them the proper creative solutions.
- Involve in Business Process Analysis for the new clients and for existing customers.
- Involve with pricing strategy and into Approach Proposal Preparation.

- Participation on various events seminar and into trade shows which Tends to the generation of the leads.
- Market analysis and market Research.
- Involved into process study for the different industry and coordinate with the Technical Team.
- Exploring and finding the gap in the niche market.
- Worked on the sales Cycle.
- Target oriented, monthly/quarterly budgeting preparation.
- Team Management Accomplishments.
- Involved and execute the Business plan.
- Achieved the target for the first quarter(200,000AED).
- Introduced the Tele-caller team for Inovate.
- Tie-ups with other suppliers and vendors.
- Business Association with the local & Abroad Partners.
- Multi Line Interiors, Green Curve Interiors, move in Dubai, Axiom- Mark, Magnum Services, CEO Club Network, DIRE, Combined Contracting, Alpine Creation, are some of the major client in various domain (ERP, DMS, CRM, IT Infrastructure support and services).
- Certified Open bravo sales and Functional-1 Management.

Feb 2013 - Business Manager

Oct 2014 *Techno Mobs IT Solutions, Dubai, Ajman, UAE*

- Techno mob's IT Solutions.
- Techno mob's IT Solution is specialized into Enterprise mobile application, Enterprise Mobility for B2B, B2C, ERP Application to SME'S & CORPORATES .and they are into various other services such as website development & SMS marketing, online portals (E-care) Roles & Responsibilities.
- Handling the entire solutions of Techno mob's solutions across U.A.E.
- R&D towards various requirement from the different domain prospective and customize the requirement and have a brief demonstration.
- Meeting with large corporates, demonstration and presentation to COO, MD'S, CTO, DIRECTORS, CEO, understand their requirements and give them the proper creative solutions.
- Handling a team, involved with training& timely updating of various technology and aware them with market competitions.
- Coordinating with different department for the internal discussion related to the software requirement from the client.
- Direct coordination with the client, during the development phase, post changes on every phase and coordination with the different internal implementation team for any changes.
- Every project tries to complete on the Designed time frame.
- Proposal design, work towards the ROI, focus on quarterly target and Annual Budget.
- Proper Coordination with the Technical and project coordinator Team.
- Able to achieve the target set for the Team.
- Participating on various Corporate Events, seminars, and chapters.
- Accomplishments.
- Achieved & Crack the first deal with a ticket size of 70000 AED in first month of Joining.

- Joyalukkas, Aster, Mena Properties, Saffron Hotel, Lulu Mall, I mall some of the client given to techno mobs in First Six Month.

**Jul 2011 -
Feb 2013**

State Head (Territory Manager)

Pearson Education Services Pvt. Ltd, Cochin, Kerala

- Pearson ICT program for Higher education concentric on Engineering colleges and for Higher Educations, providing an enhancement tool for current teaching method, translating traditional approach to modern technologies and convert classroom into digitalization.
- Handled the new and existing Engineering colleges in Kerala.
- Presenting and Demonstrating the product to Principal, Management and to professors.
- Building Relationship with new colleges and convincing them to accept the solutions, and understand their requirement's.
- Handled Team of 10 employees and a franchisee.
- Negotiating in price based on customers 'requirements.
- Preparing daily, weekly, monthly quarterly sales reports, Bill of material & purchase order and controlling entire sales life cycle.
- Doing and participating in lot of marketing event related to Education.
- Participating in seminars organized in various colleges and interacting with speakers.
- Accomplishments.
- Introduced the Higher Education-ICT Application into Kerala's Engg & Management Colleges.
- Recognized for orders in the first month of joining.
- Highest order value closed in India a single classroom for 7 lakhs.
- 9 colleges closed on my tenure Period total worth of 2 Crores.
- 10 prospect colleges worth of 8 crores have been submitted before leaving the organization.

**Jun 2010 -
Jun 2011**

Sales Consultant

NIIT Limited, Mylapore, India

- NIIT n-guru school Learning Solutions (SLS) includes the entire e-learning solutions to the schools.
- SLS includes Interactive Classroom Solution, Math Lab, Mobile Science Lab, IT Next, Quick School Roles & Responsibilities.
- Handled the Premium Schools in and around Chennai.
- Presenting and Demonstrating the product to Principal and Management of particular schools.
- Building Relationship with new schools.
- Negotiating in price based on customers 'requirements.
- Preparing daily, weekly, monthly and quarterly sales reports for NIIT.
- Explored new territory like krishnagiri, Vellore, Salem.

Nov 2007 - May 2010 **Sales Manager**
Vivainfomedia pvt. Ltd, Mumbai, Maharashtra

- Marketing services and in sms solutions.
- Developing Sales plan.
- Deciding individual sales targets for Sales team.
- Assigning targeted clients among sales team.
- Tracking top customer list.
- Developing new corporate clients and gradually handing over to Sr. sales executives.
- Developing Pricing plans
- Daily analysis of sales leads
- Conducting weekly sales reviews
- Analyzing monthly Sales
- Customer won/lost analysis
- Reporting to Business head on weekly basis
- Promoted to sales Manager from Sales Executive After the six Month
- After the completion of one year a sales Team has been assigned
- Landmark Group, Big Bazaar, Tata Croma, TCS, VT-Hyundai, Canon India, Sahara Hotel, Guruji, com, pop -lay Jewelry are some of the client who had given the recurring businesses to viva info media.

Education

Jul 2005 - Aug 2007 **MBA: System & Production**
SRM School Of Management

May 2000 - Jun 2005 **Bachelors of Engineering: Electrical & Electronics Engineering**
P.E.S College Of Engineering - Mandya, Karnataka

Certifications

Jan 2020 **MS-Excel advance certification, Shaw Academy**

Mar 2020 **Certified Business Analysis Professional (CBAP), Intellipaat Academy**

Dec 2020 **Certification on Product Strategy, Indian Institute of Management(IIM)-Kozhikode**