



SONIYA VERMA

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BUSINESS DEVELOPMENT|CUSTOMER SUCCESS|MARKETING|ACCOUNT MANAGEMENT

ACCOLADES

- Awarded **certificate of excellence** twice for successful roll out of PIN CODE based Home Delivery Program at Reliance Jio
- Achieved **PAN India recognition for Highest numbers** of unique user acquisition & highest number of application downloads (Jio App suite- My Jio, Jio Money)
- **Silver Award** for My Airtel App: "Single-Sign-on" feature roll out on Android platform
- **Awarded Certificate of Excellence** for synergizing 3 crucial projects at Airtel -FB on USSD, Opera Mini Browser, Brand Authentication services
- Awarded "**Star pyro-April 2010**" for designing, implementing "Number Allocation System" for TRA Bahrain at Pyro Group

EXPERIENCE

Vodafone-Idea Limited – AGM- National Account Manager (Enterprise Sales) Feb 2021– Present (New Delhi)

- Augmented revenue by 10% and accounts penetration development by 100% through the implementation of CXO engagement, Capability presentation, Quarterly Business Reviews strategies
- Handled 50 Unique strategic accounts- Bata, Sheela foams, Dharampal Satyapal Group, Usha International, Bird Group, GLG, and many more for Vi Nationally
- Increased product penetration in the existing accounts by 12%(average) through solution selling in segments such as Connectivity, Collaboration, Cloud & Managed Services, Enterprise Mobility Solutions
- Focused on new Logo wins to ensure achievement of Subscriber additions and Order Booking Value- Onboarded 3 new logos by cultivating relationships with decision makers through prospecting efforts
- Operational responsibilities -Contract renewal, collection of existing bills, dispute resolution, smooth running of existing business working along with support team, engage with CXO and Middle level management of accounts to gain mindshare
- Tailored solutions for customers, based on needs and requirements of customer as well as business: Add value.
- Initiated and maintained relationships with peers from Customer Service, Finance, Consumer Marketing and IT, as well as regional and global members of Vodafone Group. Suggested the fine tuning of sales & marketing strategies to management depending upon win/loss analysis
- Led development of proposals and pricing for client renewal and expansion, negotiate client contracts, and oversee implementation of solutions.

Reliance Jio Infocomm Limited – HNI Segment, Enterprise Sales Sept 2015– Jan 2021(Dehradun, Uttarakhand)

- Headed the P&L focused business portfolio for 50 Cr+ for enterprise segment, Home delivery LOBs; managing team of **12 HNI Relationship Managers & 20 Home Delivery sales specialists** across the state

- Responsible for driving penetration of 4G services and incremental revenue growth for Mobility, ILL, PRI, SIP, Jio Fiber by leveraging monetizing opportunities, liaising with C levels- acquire new accounts, cross sell/up sell to existing accounts, relationship management(Delivered revenue growth of 20% YoY, profitability growth of double-digit YoY)
- GTM/On field interactions with Retailers/Distributors – Refurbished strategies in relation to GTM, onboarding new Channel Partners. Co-developed the commercial business case, selection, training and managed **60 retailers/distributors** so far; Enriched distributors count by 84% and revenue recognition by 54%
- Co-developed an enhanced campaign planning and forecasting mechanism for reporting of Revenue, Order Booking, Gross/Net churn/adds, Billing and Collections
- Marketing & sales initiatives with new and existing accounts-
 - (a) **Cloud based solution to College & Youth Acquisition Program in collaboration with Microsoft (Learn from Home Program-MS Teams)**; Twice a week webinar with Directors, IT heads, College VCs, Registrars; **Captured 40% base** for virtual classrooms & Training. Enabling educators, students and parents by providing them wherewithal to continue their quest of learning- a collaboration platform with robust connectivity layer
 - (b) **Cloud based Digital Engagement tool, Boost360** to enable MSMEs kickstart their digital journey on the backbone of Jio's mobility solutions
 - (c) **College Wi-Fi -Captured 80% of student population** in the covered network area (**0.3 MN students from 161 colleges**) consuming approx. 2500GB of Wi-Fi data per day, under Jio's Youth Initiative
 - (d) **P/L ownership of Jio's Home Delivery Platform**-Online to Offline (O2O model) of Direct sales. In top 3 states basis productivity and optimal resource cost; contributing to 10% of the circle revenue
 - (e) Strategized business blueprint to tap the hidden potential in Rural market (**2G Mukh Bharat project**)- Influencer programs, FSE outbound activities (I AM JIO), Jio Digital Village to ensure incremental acquisition & revenue resulting in CMS growth by 6.5% in 2.5 years

Buongiorno-NTT DOCOMO- Customer Experience Manager **May'14-Sep'15 (Gurugram)**

- Conceptualized, managed HTML5 Web Apps across APAC region, basis consumer usage data analysis driving salience, while heading a team of 5 People
- Management strategic accounts-Rolled out 3 applications for 3 leading telcos- Airtel, Vodafone, Idea- in India. One HTML5 Web App roll out in Singapore, Malaysia each. Managed operations of 8 Web Apps in Australia
- Localization of Global products by coordinating with Asia pacific and regional marketing teams. Managed SEO, SEM and other marketing tools to design effective marketing campaigns across ad- channels
- Co-developed a customer care tool for Call Centre which considerably reduced the amount of refund up to 30% in countries like AU, SG

Bharti Airtel- Young Leader/AM-IT **July'12-May'14 (Gurugram)**

- Designed and delivered project flow of My Airtel My Offer & VAS & subscription services features on Airtel WAP-site, Single Sign-On and Airtel Money features across all platforms
- As Young leader-ICE researched on use cases and scope for M-x, Cloud, M2M, Augmented Reality & brought start-ups on board for cloud platform for SMBs
- Adopted products from different geographies on basis of profitability and market acceptance to create synergies
- Use cases of M2M (Smart Metering, Vehicle Tracking, Oil/Gas pipe monitoring, Vending Machine monitoring) and identification of potential partners and clients

TeliBrahma- Product Manager/KAM
Aug'11-July'12 (Bengaluru)

- Managed Augmented Reality based product intARact- Product Life Cycle management, from strategic planning to tactical activities (Design, Deployment and rollout)
- Designed Product /application use cases: Retail product purchase, Location based content, Magazines and interesting engagements, Major newspaper and User generated content
- Client management & servicing for requirement gathering and delivering need-based solutions, i.e. End to end management of **Times of India** and **Dainik Bhaskar** POC and other publications

Pyro Networks-Senior Product Planner
June'09-Aug'11 (Hyderabad)

- Product conceptualization & business case evolution For Number Allocation System, CRBT & other VAS services
- Client Management and servicing for mapping requirements and delivering need-based solutions
- Prepared MRD, PRD, Scope Document, Feature Prioritization Matrix. Identified & managed project dependencies and critical path

EDUCATION

- **2020-2021:** **Indian Institute of Management, Calcutta**
- Advanced program in Fintech and Financial Blockchain
- **2007-2009:** **Indian Center for Telecom & Management (Sri Balaji University, Pune)**
- PGDM in Telecom & IT Dual Specialization
- **2002-2006:** **Institute of Engineering & Technology (Rajasthan University)**
- B.E. in Electrical Engineering