

SUROJIT DAW

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TOP MANAGEMENT PROFESSIONAL- BUSINESS HEAD & BUSINESS DEVELOPMENT

P & L Management | Business Operations | Franchise Management | Key Account Management

A highly passionate and result-oriented energetic leader with great respect for people, process and innovation, have led by example; known for clear thinking, flawless execution and unyielding integrity

Location Preference: Mumbai/Bengaluru/Delhi/Pune/Overseas

II PROFILE SUMMARY

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- Dynamic career that reflects **pioneering experience** and year-on-year success of nearly 25 years in achieving business growth objectives in well-established organizations in varied geographies across the country
- Excelled and recognized for developing sales strategy, systemizing processes & procedures and evolving strategies that reached out to global markets & customers; **repeatedly produced, improved, sustained top & bottom line growth in dynamic and rapidly changing markets across PAN India**
- Leveraged entrepreneurial skills in translating corporate vision, overcoming complex business challenges and delivering on high-impact decisions
- **Formulated various brand strategies** to support positioning & brand architecture together with communication strategies, advertising & integrated communication
- Excellence in increasing revenues, **exceeding targeted sales goals, developing profitable & productive business relationships** and establishing networks; accomplishing multi-fold revenue increase
- **Led initiative to develop a cohesive branding image for company and product solution areas**; known for **building and motivating large cross functional teams** that exceed corporate expectations; have used interactive and motivational leadership skills with in-depth sensitization to the challenges
- Deepened **strong rapport with national & international clients** to win confidence, anticipate needs and deliver appropriate solutions for end users/clients
- Possess the vision, determination and skills needed for high-level revenue-building strategies & tactics

Industry Exposure: Information Technology Products | Information Technology Education | Energy | BFSI | Staffing | Telecom | Corporate Training | Education | Vocational Education

II PERSONALITY TRAITS

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Leadership:	Advises the management on business strategies, promotes organization among clients & drives mission through employees & supports motivation of employees
Decision Making:	Formulates policies and planning recommendations to the management, decides or guides courses of action in operations by staff / employees
Personal Credibility:	Uses personal credibility to influence outcomes beyond own business & functional area

II AREAS OF EXPERTISE

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Start-up / Turnaround / Change Management	Strategic Planning	P&L Management
New Business Development & Growth	Market Communication	Top & Bottom Line Profitability
Business Transformation	Executive Advisory & Decision	People Management
Planning & Budgeting		

II NOTEWORTHY CONTRIBUTIONS

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- Pivotal in **launching Dream India Skills Academy in MP & Rajasthan** within the infrastructure of Dream India Schools
- Successfully sourced, skilled & placed **more than 1000 beneficiaries across 12 centres in 2 states in Gems Skills**
- **Instrumental in moving 6000 frontline sales of RCOM from fixed fee to variable fee model by creating a sales organization within RHRS** in Apr'12
- **Launched School of Employability (SOE) model** for Reliance Life Insurance, RCOM and other businesses
- **Implemented and launched MHRMS online software** assisting in scaling up pay-rolled manpower from 5000 to 25000
- **Pivotal in opening franchisees** of Arena Multimedia in key cities of East & North East in 1 year
- Successfully achieved **Large order from Tamil Nadu Government** for computer based Tamil software to be introduced across the state

II CONSULTING EXPERIENCE



Since Nov'19: Orane International, Canada as Vice President - Business Expansions, Mumbai

Role:

- Expand their franchise network and stabilize their business in India.
- Manage the P&L of Orane Academy in Mumbai.

II WORK EXPERIENCE



Apr'18-May'19: Vibgyor Group of Companies, Mumbai as Business Head – Education, Consulting and Skilling

Role:

- Formulated immediate 2 year Business plan in K12 Schools, teachers training and blended vocational training
- Ensured:
 - Products were endorsed/recognized by International/National Teacher Education University
 - Admission targets were achieved
 - Department activities led overall strategy & execution plan of the organization as per laid down customer, finance, & people parameters
- Collaborated with Marketing Team to ensure timely ATL/BTL activities
- Synergized with NITCON & Eduspark strengths to increase business in Education, Consulting & Skilling in coordination with government
- Developed and directed market focused organization effectively responding to customer needs
- Created and ensured team compliance with company Standard Operating Procedures (SOPs)
- Led business planning & performance of team including development & execution of joint sales plans, marketing, staff coaching, recruitment and hosting constructive meetings
- Directed all operational aspects including partner operations, customer services, HR, administration and sales
- Created & executed customer level engagements that maximize entire customer lifecycle value; engaged stakeholders Marketing Teams and channel partners to ensure that common goals are achieved

Jan'16-Mar'18: Gems Skills (Gems Education Group), Mumbai as Business Head-Corporate, Government and Retail Business

Role:

- Ideated new business and revenue models in Corporate, Government and Retail
- Ensured smooth functioning of Dream India Schools
- Created AOP in collaboration with other stakeholders and within targeted timelines
- Managed on-boarding of team members as per the final structure
- Led profit & loss operations of GEMS Skills and managed tie-ups with international brands
- Drafted proposals to support solutions relevance to business challenges and negotiated on business contracts and scope of work with clients
- Worked towards development of new accounts and managed key accounts
- Finalized SME's to work on client's business needs and proposed solutions
- Monitored entire learning process to ensure business objectives are met
- Designed and facilitated review meetings to share business impact of trainings

Highlights:

- Created MoU for joint collaboration with BCON Consultants, Japan and Mobcast solutions for Mobile Learning Platform
- Effectively launched complete HR & Learning app in liaison with mobcast in order to promote L&D initiatives in large organizations in remote locations
- Achieved admissions target for Dream India Schools

Apr'08-Dec'15: Reliance- ADA HR Services, Navi Mumbai as Business Head

Highlights:

- Grew massive staffing organization with peak at 25000 manpower
- Sourced and payroll of 9000 people for RCOM in 30 days for the post-paid launch
- Migrated 9000 people on the payrolls of RHRS from various vendors
- Achieved remarkable growth of top line to 13 times in 7 years with a healthy bottom line year-on-year
- Ideated new business and revenue models by analysing business potential within Reliance
- Directed massive staffing business with peak manpower of 25000 fixed tenure employees
- Formulated AOP in consultation with other stakeholders and within targeted timelines
- Designed consortium with NIS to participate in MoRD employability scheme for BPL Youth & UDAAN employability scheme for J&K youth

Jul'06-Mar'08: Motilal Oswal Financial Services Ltd., New Delhi as Associate Vice- President – Channel Sales

Highlights:

- Instrumental in managing complete turnaround of the region in 6 months time
- Pivotal in identifying strong network of online & offline franchisees in entire north
- Launching online-broking franchisee model in entire north
- Successfully built the largest network of independent online financial advisors in north

- Played a key role in making North region as the fastest growing region in the entire country for FY 2007-2008
- Substantially reduced revenue leakage to less than 5% from 30%
- Won a trip to Dubai from being best performing team (North) in the country
- Implemented quality management systems in the function

Jul'04-Jun'06: Reliance Energy Ltd., Mumbai as Senior Manager – Large Accounts

Highlights:

- Strengthened relations key large accounts between Kandivali & Jogeshwari of Reliance western suburbs of Mumbai
- Pivotal in acquiring large clients like E-Serve, Raheja Corp, Raheja Construction and Raheja Universal
- Acknowledged for making Central Division KAM team as the best team of Reliance Energy

Mar'99-Jul'04: Aptech Ltd., New Delhi & Kolkata

Growth Path:

Mar'99-Dec'00 Area Sales Head
 Dec'00-Jan'03 Area Head
 Jan'03-Jul'04 Regional Sales Manager

Highlights:

- Successfully managed franchisee channel of Rajasthan, Punjab, J & K and NCR (Noida, Gurgaon & Faridabad), East and North East States
- Acknowledged for making Eastern region was the top region revenue performance for 3 consecutive years
- Recognized for keeping 3 franchisees of Kolkata in the top 5 franchisees in the country
- Ensured 100% implementation of Electronic-CAS in East & North East
- Joined the company as Area Sales Head and got 2 promotions in 2 years to become Regional Manager of North
- Won a trip to Bangkok as a best performer in the country.

Jul'97-Mar'99: Rahul Commerce (P) Ltd., Kolkata as Senior Sales Executive

Highlights:

- Led set-up of dealer network for Umax scanners and 3M Multimedia Projectors in entire East & North Eastern States in 6 months' time
- Pivotal in ensuring UMAX scanners becomes the largest selling flatbed scanners in East

Aug'94-Jun'97: Picatype Systems (P) Ltd., Chennai as Sales Executive

Highlights:

- Pivotal in selling electronic pre-press solutions, Apple Macintosh, Scanners, Laser & Color Printers and Image Setters to Publishing House, Newspaper House and DTP House in entire Tamil Nadu,
- Sold Shree-Lipi software from modular systems
- Successfully achieved:
 - INR. 1 Cr. value order from B.V. Graphics
 - INR. 10 Lacs value order to set up lab for all Arena Multimedia center in Chennai

II ACADEMIC DETAILS



- Diploma in Management in the year 2001 from Indira Gandhi National Open University in 2001
- Post Graduate Diploma in Marketing Management year 2000 from Indira Gandhi National Open University in 2000
- Bachelor of Science (Physics) from Madras University, Chennai in 1993

Certification:

- Completed National Certification for Capital Markets & Mutual Funds

IT Skills: MS – Office, Operating System (MS – DOS, Windows NT)

II PERSONAL DETAILS



Date of Birth: 1st February 1973
 Languages Known: English and Hindi
 Address: Kharghar Mumbai-410210