



## Rajarshi Banerjee

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**An individual contributor, hunter and farmer, team player, quota driven seasoned IT-Sales professional demonstrating over 22 years of solid experience across varied business milieus, products, services and technologies.**

### SUMMARY

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**IBM India Pvt. Ltd. August, 2012-July, 2013 Partner Account Manager (Software Group) Job responsibility:** *Identify opportunity for IBM middleware solutions across varied industry verticals and positioning value propositions in accordance through channel partners. Cross practice business development for **sales quota achievement** across IT solutions, e- Governance, Collaboration, information management, Content Management, BPM, CRM and executing through channel partners. Identification of new channel partners, enabling new as well as existing channel partners on various IBM middleware stack. **Significant new sales target revenue achievement** from Government/Public Sector (e-governance and urban infrastructure domains, mission mode projects) which include domain understanding, Customer Engagement. Solution proposition in terms of client value methodology, responding to RFP/RFQ in accordance. Arrange technology workshops for various Government Departments with IBM Brand sellers and IBM Software architects. Proposed solution for various industry sectors with IBM Industry specific solutions. Maintain client database on regular basis through CRM SIEBEL. Select Business Partners based on core competency for successful implementation of proposed solutions. Manage channels. Train and enable partners on various IBM middleware platforms. Manage alliance relationships with large Independent Software Vendors (ISVs) and SI (System Integrators). Engage with consulting bodies like E&Y, KPMJ, TCS and active participation in RFP formulation. **Major clients:** Nagaland CCTNS, Manipur SDC, NEEPCO, GMDA, CIT- Kokrajhar, NIT-Silchar, Meghalaya SDC, Assam Commercial Tax. **Certification:** IBM GSS (GLOBAL SALES SCHOOL). **CORE COMPETENCY:** New business generation, Strategic revenue growth • Enterprise Sales, Executive Sales Presentations • CRM • Channel management • Team building • Marketing • Client Relationship Management. Value proposition related to IBM middleware range: LOTUS, RATIONAL, TIVOLI, WEBSPPHERE, SPSS, COGNOS and DB2 etc.*

## FEATURED SKILLS

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*New Business Generation, Sales Quota Achievement, Enterprise Sales, Government Sales, Sales Presentations, Client Relationship Management, ERP sales, SaaS and Cloud sales, Channel Sales, Channel Partner Management, Team Management, Sales Management, People Management, Market Research, Key Account Management, CRM, Sales Leadership, Enterprise sales, Partner Management, Solution Selling, Strategic Account Management, Sales Consulting, Marketing, Team Leadership, Product Management, Strategic Go-to-market alliance management.*

## EXPERIENCE

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### Trans Virtual Pvt. Ltd.

November, 2013 – Present

*Vice President – Sales (ITES & Solution)*

Successfully spear heading business development and commercialization of customized IT solution across varied industry verticals. **Significant sales quota achievement** from **Enterprise and Government/Public Sector (e- governance and urban infrastructure domains, MMPs)** which include domain understanding, Solution Proposition and Customer Engagement, RFP/RFQ management.

Extensive exposure to total IT solution and digital transformation sales. Responsible for revenue generation from ITES and Solution sales. A complete hunter and farmer as well as a team player. Identify opportunity, position appropriate solution. Align and engage respective OEMs for solution. Enterprise account management, partner relationship management, OEM engagement. Revenue generation from solution sales across varied industry verticals. Areas of Sales Engagement:

- SAAS (Software as a Service) and MSP (Managed Service Provider) offerings from OEMs.
- Enterprise computing hardware solution offerings from HP, Dell and Lenovo.
- Virtualization solution offerings from VMWare and CITRIX. (Both cloud & On-premise).
- Cloud and Data Center solution offerings.
- Security (Cyber & Enterprise) solution offerings from IBM, Palo Alto, and CoSoSys etc. (Both cloud & on-premise).
- Analytics and AI solution offerings. (Both cloud & On-premise).
- DAAS (Devise as a Service).

Team building and team management. A contributor to organizational revenue growth.

Bid Management of large and complex proposals. Developing Contract, negotiation and closure. Some major clients: Qentelli Solutions, MASUU GLOBAL, S.M.Group, Hi Radius, Assam, Hexagon Capability, Sikkim Tourism, Assam Police, Assam Government-Dept. of Industry, Dept. Of Public Health, Assam Government-Dept. Of Higher Education (Digital Library Initiative), Arunachal Pradesh-Dept. Of commercial Tax, Tripura HSWAN, Mizoram APEX Bank, Nagaland Government-Office of Chief Minister (Video Surveillance), OIL India, NRL, North-East Frontier Railways, Manipur State data Centre, Assam e-District, Meghalaya e-Health.

**IBM India Pvt. Ltd.**

August 2012 – July 2013

*Partner Account Manager*

Job responsibility: **Identify opportunity for IBM middleware solutions** across varied industry verticals and positioning value propositions in accordance through channel partners.

Cross practice business development for **sales quota achievement** across IT solutions, e- Governance, Collaboration, information management, Content Management, BPM, CRM and executing through channel partners. Identification of new channel partners, enabling new as well as existing channel partners on various IBM middleware stack. **Significant new sales target achievement from Government/Public Sector (e-governance and urban infrastructure domains, mission mode projects) which include domain understanding, Solution proposition and Customer Engagement.** Solution proposition in terms of client value methodology, responding to RFP/RFQ in accordance.

Arranging technology workshops for various Government Departments with IBM Brand sellers and IBM Software architects. Solution positioning for various industry sectors with IBM Industry specific solution. Maintaining client database through CRM SIEBEL. Selecting Business Partners based on core competency for successful implementation of proposed solutions. Partner Management. Training and enabling partners on various IBM middleware platforms. Active involvement in scaling Alliance relationships with large Independent Software Vendors (ISVs) and SI (System Integrators). Engagement with consulting bodies like E&Y, KPMJ, TCS and active participation in RFP formulation. Major clients: Nagaland CCTNS, Manipur SDC, NEEPCO, GMDA, CIT-Kokrajhar, NIT-Silchar, Meghalaya SDC, Assam Commercial Tax. IBMGSS (GLOBAL SALES SCHOOL)-certified graduate.

CORE COMPETENCY • **New business generation and sales quota achievement; Strategic Planning and Revenue growth • Sales Presentations • CRM • Competitive Sales Negotiations • Team Building & Leadership • Marketing • Client Relationship Management.** Value proposition related to IBM middleware range: LOTUS, RATIONAL, TIVOLI, WEBSphere, SPSS, COGNOS and DB2 etc.

**Softweb Technologies Pvt. Ltd**

March 2007 – September 2010

*Deputy Manager-Business Development*

DEPUTY MANAGER-BUSINESS DEVELOPMENT. 'SOFTWEB' engages in providing Customized ERP solutions to multiple industry verticals, namely-Agro, Manufacturing, Finance, Hospitality. It is one of the Group units of the Famous 'WARREN' conglomerate. **Successfully spear headed market development and commercialization of customized ERP solution across varied industry verticals for sales quota achievement.** Key responsibilities involved company's entire marketing activities in Domestic Market-Kolkata, Delhi, North-East and Bhubaneswar and achieve annual sales target in domestic market related to ERP sales network Nation-Wide-Kolkata, Delhi, Jalpaiguri, Assam, and Bhubaneswar. Job Functionality: Identifying the Business needs, Developing Requirements, Business Gap analysis, recommending best business practice, preparing RFP Requirements, Proposing and evaluating Solutions and finalizing/closing deals. Manage pre-engagement work including defining, Qualifying, capturing opportunities and bidding along with, determining engagement scope, pricing and cost projections, and formulating initial solutions. Plan and manage future opportunities and manage resources accordingly. Extensive knowledge of the Enterprise Software market, the key players and products. Extensive exposure to differing IT system architectures including hardware, operating systems, networking, database and e-business technologies. Enterprise Software implementation methodologies and life cycle. Bid Management of large and complex proposals. Presentation Oriented business development related to ERP solutions.

Some major achievements: **DUNCUN-nationwide deal of ERP solution for their 'bought-leaf' division, deal value-.68 Crores.** Birla Corporation Ltd-ERP for their Jute Division, deal value-.37 Crores. GOODRICKE-ERP for Tea plantation and 'bought-leaf', deal value-.44 Crores. ROSEVALLEY CHAIN OF RESORTS-ERP for their chain of 8 resorts, deal value-.52 Crores. Exceeded target achievement by 40%.

**Eofficeplanet India Pvt.Ltd**

April 2001 – February 2007

*BUSINESS MANAGER*

EOfficeplanet is India's first and only e-procurement and distribution platform across the nation, built on the principles of the famous STAPLES of America and caters to almost all major Corporate houses in India. **Initialized and spearheaded launch of operations in Eastern India. Personally, structured marketing strategies to introduce e- procurement in all major corporate houses of eastern India and over achieved sales target.** Responsible for company's entire marketing activities and achieving annual sales in domestic market related to e-procurement and distribution network nation-wide namely Mumbai, Kolkata, Delhi, Bhubaneswar and North-East. Client relationship management. Presentation oriented business development. Some major corporate clients dealt with: ITC, Larsen & Toubro, LAFARGE, WPP Group (nation-wide deal closed, deal value-.78 Crores) LINTAS, JetAir, ABN-AMRO BANK, CITI BANK. Increased revenue achievement by 42%.

**DPS India Pvt. Ltd**

August 1998 – March 2001

**MARKETING MANAGER**

DPS is a leading IT Player in East, headquartered in Kolkata and is one of the big players in project marketing offering total software, hardware and networking solutions. Responsible for marketing IT projects in domestic market. **Increased sales revenue achievement in the domestic market by 30%.** In charge of key corporate accounts. Increased revenue substantially from new sales and renewal of annual contract. Some corporate clients dealt with: Andrew Yule, Jenson & Nicholson, Reckitt & Colman, and Balmer & Lawrie, THE STATESMAN, ASSEMBLY OF GOD CHURCH.

Major Achievement: Negotiated and closed contract Eastern India wide with 'Assembly of God Church' schools and hospitals for providing them with ERP solution. Conceived, authored, and launched the 'C-STAR' online project for Kolkata Stock Exchange scoring a singlesale of 285 IBM PCs amongst brokers of Kolkata Stock Exchange.

**EDUCATION**

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<b>Calcutta University</b>	1995 – 1998
<i>Bachelor of Science,</i>	
<b>New Alipore Multipurpose High School</b>	1993 – 1995
<i>Higher Secondary (10+2), Science</i>	
<b>Cathedral Mission High School</b>	1982 – 1993
<i>Madhayamik, General</i>	

**CERTIFICATIONS**

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*IBM Global Sales School*

**LANGUAGES**

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*English: Native or bilingual proficiency*

*Bengali: Native or bilingual proficiency*

*Hindi: Full professional proficiency*