

RESUME OF ASHISH GUPTA

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DOB- 06/02/1967, **Experience:** 25 Years | **LinkedIn:** <https://www.linkedin.com/in/ashish-gupta-6767b522>

Senior Management Professional

Leadership / P&L Management & Business operations/ Sales/ Telecom & IT

PROFESSIONAL PROFILE SUMMARY

- ◆ **Senior professional** with 25 years of experience in **building complete business operations, managing P&L, customer support, sales, marketing** and leading **diversified culture teams** in large organizations.
- ◆ An effective leader with motivational, inter personal, problem solving, quick decision making and collaborative skills
- ◆ Adept in transforming strategy into reality and effectively utilizing available resources
- ◆ Proficient in managing P & L and envisaging risk factors by careful analysis of financial data
- ◆ Managed change effectively in ever evolving global business environment
- ◆ A turnaround expert and innovative thinker
- ◆ Exposure to the best management practices and proficient in Tata Business Excellence Model (TBEM)
- ◆ Hands on experience in sales and operations of Telecom and IT line of business
- ◆ Led telecom business across Indian cities as a National Sales Head
- ◆ Drove volume business in Telecom, achieved best in class market share for enterprise segments
- ◆ Expertise in large account management of Information Technology (IT) services

KEY INITIATIVES

TELECOM

- ◆ Instrumental in achieving highest market share of enterprise and retail business by offering wireless and wireline technology solutions
- ◆ Successful in setting up multiple sales channels across Indian cities covering all the regions. Appointed and coached large direct sales team, channel partners and local business associates
- ◆ Improved sales volumes to the incremental level of 15% every quarter, by monitoring, empowering and right deployment of the sales force
- ◆ Innovation in product and service offering, first to respond to changing market dynamics
- ◆ Increased wallet- share from customers by constant engagement, building trust and delivering on benefits
- ◆ Launched health checkup programs for new customers. Customers were ensured high uptime, dedicated customer service to educate them on billing and collections and offered loyalty programs
- ◆ Led initiatives to increase network utilization, which grew by 70% as the best in the industry by deploying tactical strategies of network resource management
- ◆ Launched unique programs like- ZEBRA (Zero error billing and revenue assurance), CAT-customer acquisition team to quickly bring customers onboard
- ◆ Launched operations efficiency improvement programs like COP (cost optimization program), HRPUA (Human resource procurement & utilization), RHRS (Reliance human resources services) to efficiently manage outsource staff.

INFORMTION TECHNOLOGY

- ♦ Engaged with customers at all levels to understand their complete business needs, this resulted in complete bundled offer of hardware, networking solutions and software solutions
- ♦ Successfully created customer recall quotient ensuring repeat orders
- ♦ Ensured that all engines (products and services) generated revenue
- ♦ Established contacts with decision makers to close large enterprise orders
- ♦ Made inroads to customers' annual IT budgets, to ensure regular orders in a fiscal
- ♦ Created a sustainable team
- ♦ Taken initiatives to educate customers on new changes in technology.

Area of expertise-

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|---------------------------------|-------------------------------|--------------------------------|
| - Sales Leadership | - Marketing Operations | -Multi culture team management |
| - Budgeting & Sales Forecasting | - Retail & Enterprise | - P&L Accountability |
| - Business Setup & Operations | - Customer Service | - IT & Telecom business |
| - Strategic & Market Planning | - Team Building & Mentoring | - Stakeholder Management |
| - Pricing & Promotions | - Partner & Vendor Management | - Risk Management |

PROFESSIONAL EXPERIENCE

SOLUTIONS INFOTECH (P) LTD, Pune, India

Feb'17- Present

Director.

Solutions Infotech (p) Ltd is my foray into entrepreneurship. Currently, maverick investor in Infra/ISP/Cloud computing business and in advisory role on various corporate functions. Operating from Pune India and covering Indian market.

RELIANCE COMMUNICATIONS LTD, Mumbai, India

Nov'13 - Jan'17

Reliance Communications Ltd. is an Indian telecommunications company headquartered at Mumbai, India. It provided GSM, 2G, 3G, 4G mobile services, fixed line, broadband, enterprise solutions and data center solutions

General Manager and National Sales Head

- ♦ Led national operations of consumer broadband unit across 27 Indian cities to deliver annual operating plan of INR 3500 million
- ♦ Very efficiently managed P & L of the unit by constantly cutting cost and at the same time maintaining necessary cash in-flow
- ♦ Devised strategies for the enterprise business unit and managed a large team of 15 managers, 700 field executives, 30 dealers to drive sales, customer care, network and P & L
- ♦ Designed and launched various incentive programs for sales force
- ♦ Closely monitored wide spread network for efficient capacity utilization
- ♦ Established multiple sales channels like direct sales force, channel partners, local cable operators to acquire 30000 new retail broadband customers in a quarter
- ♦ Established every single block of customer care like- BPO, customer touch points, bill collection, feedback mechanism and consumer health checkups
- ♦ Handled Telecom voice and data product, managed services and cloud technology solutions.
- ♦ Efficiently managed, vendor satisfaction program. This included monitoring KRA, KPI from vendors side and their timely incentive and rental payments.

TATA TELESERVICES LTD, Mumbai and Pune, India**Dec'04 - Nov'13**

Tata Teleservices Limited is an Indian telecommunications service provider based at Mumbai, Maharashtra, India. It is a subsidiary of the Tata Group, an Indian conglomerate

Deputy General Manager and Regional head(Pune & Rest of Maharashtra)

Led Enterprise and Retail division to deliver annual revenue of INR 1630 million in Maharashtra (India) region

- ♦ Led sales and operations of **voice, data and cloud solutions** managed adherence to quarterly targets and ensured 40% market share of enterprise segment in the region
- ♦ Acquired 6000 retail broadband customer every quarter in the region
- ♦ Controlled customer churn to the level of 3.5% of base by improving customer dialogue, ensuring services & competitive offerings
- ♦ Managed complete life cycle of FWP (fixed wireless phone) product, this included sales and reverse logistics
- ♦ Led a large team of 10 on roll managers, 300 Feet of street, and 15 channel partners

ZAWAWI BUSINESS MACHINE (ZBM), Oman**Sep'04 - Nov '04****Business Manager**

- ♦ Managed business in Muscat and surrounding region for hardware, software and networking projects managing team of 10 members

TATA INFOTECH LTD Chennai, India (Latter merged with TCS)**July'98 - Aug '04****Regional - Sales Manager**

- ♦ Managed and won large IT contracts from enterprise customer by providing Hardware, Software and Networking solutions
- ♦ Deliver revenue of INR 500 Million across southern region
- ♦ Generated new business from ERP and System Integration and data warehousing projects
- ♦ Led a team of 20 sales executives and established a dependable regional team

CMS Computers Ltd- Chennai, India**Dec '96 - Jun '98****Territory Manager- Sales**

- ♦ Generated sales from IT outsourcing contract from large business houses
- ♦ Delivered revenue of INR 300 Million across southern region.
- ♦ Generated new business from hardware and software sales.
- ♦ Led a team of 5 sales executives and established a sustainable southern regional team

Melstar Information Technology Ltd- Chennai, India**Jan '95 - Oct '96****Business Executive**

- ♦ Generated new business from hardware and networking solutions
- ♦ Developed channel partners across the central & southern region of India

EDUCATION

- ♦ **MBA (Marketing)** - IGNOU, Delhi, In
- ♦ **MASTER OF COMPUTER SCIENCE & MANAGEMENT** - Indore University, Indore, India, 1994
- ♦ **PGDCS** - Indore University, Indore, India, 1991
- ♦ **MASTER OF SCIENCE (STATISTICS)** - Indore University, Indore, India, 1990

TRAININGS

- ♦ Advance Management Training *from* Tata Management Training Center, Pune, 2013
- ♦ Internal Assessor Certification -Tata Business Excellence Model TQM Institute, Pune,2013

HOBBIES/INTEREST

- ♦ Heartfulness Meditation and Wellness trainer
 - ♦ Program and Project management
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