

# KAMAAL J GUPTA

Mobile: 09810480739; Email: [kamaalgupta@gmail.com](mailto:kamaalgupta@gmail.com)

## Top Management Professional

EdTech | SaaS | Tech | Start-ups | B2B | B2C | P&L | Strategy | Direct Sales | Channel Sales | E-Learning  
Digital | Customer Experience | Operations | Pre Sales | Team Management | Industry Expert

[linkedin.com/in/kamaalgupta](https://www.linkedin.com/in/kamaalgupta)

### Synopsis

A thorough professional with 20+ years of experience with a blend of business and cross-functional services. **Working in leadership roles for last 11 years**, reporting to founders, co-founders in accordance with investors, having expertise in **Business Strategy, Building & Expanding Start-ups, Rollouts, Expansions, Go-To-Market Strategy & Overall operations with a focus on profitable P&L**. Proven Leader & Strategic planner with a passion for redefining enterprise standards. **Business Development & Operations Expertise, INR 120 + CR Revenue** Portfolio Management, managing & mentoring Large-sized teams. *AUTHOR Of "LEADER'S CORNER-THE LEARNING GUIDE TO LEADERSHIP," A 200+ page heart-winning book on leadership.*

**Objective** To evolve and grow as a better human and a great professional.

**Attributes** Dynamic Business Leader | Team Coach | Product Expert | Market Strategist | Large P&L Portfolio.

**Industry Exposure** EdTech | IT Hardware | SaaS | Education | E-Learning | Web platforms & SEO | Online assessments- Proctored/Non-Proctored | Cybersecurity & Digital Courses | Publishing | Financial Services.

**Segment/Sector Exposure** Direct-Channel-Partner sales | Individual-Institutional-Corporate Sales | Product-Concept-Solution Sales | B2B-B2C-B2G Sales | School-College-University Sales | SaaS-Cloud-Tech Sales | Enterprise Sales.

**Personal Traits** Big picture outlook | Bringing best in teams | Ability to garner & Upscale resources.

**Key Skills** GTM Strategy | Big Ticket Deals | Negotiations | Analytics & Customer Insights | Profit Center Management | Business Growth | Revenue Expansion | Team Building & Management

### Work Experience

#### Business Head

K12 Techno Services, Gurgaon

Since Oct'21

#### Accountabilities:

- Heading P&L for **Sparklebox.school**, Scaling regional and national level business penetration.
- Managing the product development, product reach and customer satisfaction through effectuating SBS kits delivery and managing content classes effectively through Academic teams.
- Managing **digital & field teams for b2c business growth**, team constitutes of Sales-Heads, BDM's, BDE's, BDA's, Counselor's, PRO's, Tele sales & Digital Sales.
- Hiring & maintaining attrition levels across teams with optimum productivity matrix.
- Planning & guiding **digital & affiliate teams** for various digital ad campaigns for lead generation, sales closures & **ORM communication**.
- Planning Field level – **Malls, Stores, RWA & other events** for lead generation activities for spot & home visit closures.
- Build, develop & train sales teams for effective results by **constant monitoring of sales performance and KPI's**.

#### Achievements:

- Introduced **HVS (Home Visit Sales)** model that has increased the business volumes to **140 % M-O-M In OND Qtr**.
- Launched **Burger-Box demo Kits** for field teams at national level, that has helped increasing the **lead generation capacity per person to more than 210 %** immediately upon introduction.

**Accountabilities:**

- Heading all teams across **product development, digital marketing, Inside, direct & channel sales** to ensure **business numbers, geographical spread & market share**.
- Conducting periodic reviews & Strategic level partnerships with various stakeholders of the business.
- Conducting **seminars and events** on countrywide level for different programs, both offline & online.
- **Assessing financial reports** and estimations with **due diligence** for entering large deals for **school takeovers**. **New product Launches, strategizing GTM**, ensuring successful market penetration and growth.

**Achievements:**

- Successful upscaling of company products like Transformational Education Program (**TEP**), Dalmia Educational Tours (**DET**), Virtual Online Coaching Classes Program in **K-12, (B2B & B2C) Schools Segment & Corporate Stress Management Program (CSMP)**, Prevention of Sexual Harassment (**POSH**) in **institutions & Corporates**.
- YOY Top-line Growth of **170 %, 560 New Sign-ups**, impacting more than **5.12 lakh lives** across India.
- Transitioned company's **workshop-based business** into a full-fledged **E-learning based product line (Transformational Education Program)** for K-12 segment.
- **EdTech** based online delivery introduced by **4 Dalmia Technology Studio** centres conducting **virtual coaching programs nationally**.
- **Introduced (Outsource-Partner Trainer)** model; Expense optimization impact, over **8 % on EBITA** margins.
- **Framework & Policies** formed from scratch for School Takeover Model (**Lease Business- Size 25 to 50 CR**).
- **Engineered a 7 member (High-Level Governing Council Committee)** for policy-making & framework building of schools.

**Accountabilities:**

- Managing team of Cluster Managers, Area Managers, Assistant Managers & entire support function.
- Creating **Go-to-market strategy** for technology and academia products across **Enterprise, Managed Services, SAAS & PAAS** models. Ensuring the right brand message and sales role out, i.e., **Introductory mailers/letters, brochures, flyers, presentations, scripts, proposals and other daily sales activity formats**.
- **Market Research & product development feed** on real-time market scenarios & customer needs.

**Achievements:**

- **Positioned digiproctor** variants in **180 + institutions** in less than 20 months.
- Got Empaneled as Authorized Vendor for setting up of (**Atal Tinkering Labs**) in schools, **GOI Initiative**.
- MOU with **Uttarakhand Technical University** for conducting **UTTARAKHAND STATE ENTRANCE EXAMINATION (UKSEE)** for more than 130 affiliated colleges.
- **Tie-up's** done with various **universities & skill sector councils (part of NSDC mission)** for large volume **High-Stake Examinations** nationally.
- Successfully positioned; **Digiproctor - Proctored & Non-Proctored assessments, DigiHire - Video Interviewing, Digitsite - Surveillance product, DigiAcademy - Online & Nano courses, Cybersecurity workshops & events, seminars on various IOT, cloud & mobility & other Technology solutions to Coaching Institutes, K-12, universities & corporates**.

- **Consistently achieved targets** and **promoted twice** during the stint with the company.
- Managed **northern India** for selling flagship **Smart Class Program** to **2500 + schools** with **Implementation & after sales service**.
- Ensuring **adequate number of meetings, demonstrations & proposal submissions** for targeted number **conversions** by teams.
- **Strong relationships** with the **school authorities and other stakeholders** to maintain persistency & **leverage cross-sell** of products like **English Language Lab, 3D Lab, Hardware upfront sales; Edu ignite Skill-based tests, Online ERP Solutions, etc.**

- Conducting promotional events such as **DTS Live event, Class 20-20 Seminars, New product launches, Cyber Security Seminars, Stem Event** etc., at ground level.
- Placement of FLIPLEARN, Android and IOS based app (**Cloud Based Study Modules and ERP**) to schools, coaching institutions, channel partners & associates for retail selling and **B2C inroads**.
- Formulating & implementing customer retention strategies to ensure retention and revenue targets.
- Awarded as **Silver Club Achiever, Gold Club Achiever, Neat Group Team Leader Award** in 2010-11, 2012-13 & 2013-14 respectively. **EI Excellence Award**, for **No.1 Position** across country for conducting **11K Eduignite** exams in 2014.

### Manager-Bancassurance & Alliances ICICI Prudential, Delhi

Jun'07-May'10

- Promoted from FSM to Manager-Bancassurance & Alliances in 9 months.
- Managed **Bancassurance business, Brokers & Corporate agents** for Selling Insurance Products with direct sales team of **Financial Services Manager and Executives**.
- Managed **ICICI Direct, Almondz, IL&FS, Karvy, I-Direct & Unicon Investment solutions**, having more than **300 tele sales** and **500 sales** personnel. Conducted **100+ training sessions** across various branches of Brokers & Corporate agents.
- Ranked all **India No 1 Sales Manager for Bancassurance channel** for year 2008-2009. Awarded with "**Health Titan Award**" for maximum number of Health Policies in year **2009-2010**.

### Business Development Manager HDFC Standard Life, Delhi

Apr'04-Jun'07

- Recruited, licensed & managed a large **team of Financial Consultants** for Selling Insurance products.
- Orchestrating various **promotional activities** such as **Canopy in Corporates, Nutrition & BMI activities in Parks/Companies, Drawing Competition activities in schools, various pamphlets circulation activities in markets and LSC's for business closure**.
- **Won** multiple contests on **monthly, quarterly, and annual** basis. **Recruited the biggest Financial Consultants team**, achieving **maximum number of policies** in-branch for most of the tenure.

### Assistant Manager

HSBC, Noida

Jun'02-Mar'04

- Forged productive **corporate & builder** level tie-ups for Home Loan Product line.
- Lead generation & Sales closure ground activities executed successfully.

### Professional Service Representative Mount Mettur Pharma, Delhi

Jun'00-May'02

- Detailing and presenting products to doctors, maintaining relationships with different stake holders in hospitals and clinics.
- Help Meeting Stockists and chemist's stock at shelf needs.

### Scholastics

- Post-Graduation Diploma in Business Administration from Symbiosis Center for Distance Learning, Pune
- B.com (Hons) from Bhim Rao Ambedkar College, University of Delhi, 2000
- Higher National Diploma (HND) from Edexcel International, U.k in collaboration with Tata InfoTech, Computer Diploma (FOCUS) from Tata InfoTech
- AMFI & IRDA Certified

### Personal Dossier

- Date of Birth: 28<sup>th</sup> June 1980
- Language Proficiency: English, Hindi
- Address: 704 Migsun Homz, Kaushambi Sector 14, Ghaziabad
- Alternate Contact: 9958549992
- Marital Status: Married