

BHASKAR BASU

(Innovator/ Problem Solver/ Quick Learner/ Fight Fighter)

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SUMMARY

A result oriented Pan India Sales and Business Development, Marketing & Operations professional managed both Dealer Network and Enterprise Account with 27+ years of experience in the IT, office automation, Automatic Identification and Data Capture and engineering industry domains. Track record of delivering on sales & business development targets and owning P&L responsibility for territories assigned. Expertise in business development, business growth, strategy planning, client acquisition, key account management, operations, project management, process improvements, cost optimization, stakeholder and team management. Proven success in developing markets while capturing leading market position, positioning products, launching brands, and cross geographic campaign deployment. An independent thinker with high achievement orientation, whose roles have evolved through proven abilities and persistent high performance. Handled end to end verticle of IT Hardware, Cloud, Audio Visual, Office Automation, Telecom, Heavy Engineering products & solutions, Boardroom, Meeting room, Video Conferencing, Virtual Reality (VR), Augmented Reality (AR), Mixed Realty, Georaphic Information System (GIS)

SKILLS

account management • business development • business plans • business solutions • cabling • closing • Sales • Marketing • Operations • Pan India Sales Operations • Pan India Operations • Enterprise Sales • Corporate Sales • Institutional Sales • Government Sales • Tendering • New Account Acquisition • Channel Network • SI Network • B2B & B2C Sales • Multitasking • Team Management • Business Process Management • Business Compliance. Handled various products of IT Hardware and Software • Audio Visual, Office Automation, RFID/AIDC • projectors • video wall • system integration • LED Display wall • control systems • Touch panels • interactive display

EXPERIENCE

Apr 19 –

VizExperts India Pvt. Ltd

Pan India

An US MNC company & OEM of AV products & provides intelligent business solutions in AV & OA

General Manager – Visual Display, Pan India

Heading end-to-end Audio Visual sales and business development responsibilities on Pan India level with a team of 25+ resources. Accountable for business growth and expansion, strategy planning, customer acquisition and management, project management, process/policy improvements, cost optimization, stakeholder and team management. Reporting to CEO.

Business Growth

- Contributed significantly in growing the overall Audio Visual business turnover to more than double i.e from INR 10 Cr to INR 17 Cr and employee strength from 10 to 17+
- Surpassed the sales and business development targets on a consistent basis; delivered a growth rate of 30%-35% + y-o-y

Strategic Initiatives

- Formulating short/long term sales and business development strategies/action plans in alignment with the overall company's business objectives as part of the Executive Decision Making team
- Joined the organization with mandate of scaling up and growing the business; analyzed the existing business landscape and developed suitable strategies accordingly:
 - Identified and converted business leads/prospects into key customer accounts in the government, education, corporate, training institute and software domains
 - Picked up 70+ order of Video Wall Controller
 - Converted 35+ Video Walls of various sizes across the country
 - Converted 10+ VR orders, 5 GIS orders & 4 Mixed Realty orders
 - Focused on building and developing specific key customer accounts with unleveraged potential; increased the wallet share of such accounts significantly
 - Introduced 80:20 sales principle Strategized for simplifying the product line; visited customer sites prior to securing the orders to understand their requirements
 - Liaised with external consultants and simplified the project bidding process and commitments

Enterprise/Corporate Account Management

- Account Mapping
- Planning of New Business from New Account
- Planning of New Business from Existing Account
- Relationship Management

Project Management

- Led end-to-end project management and implementation activities for various projects post securing of orders; ensured all projects are completed as per company & client expectations
- Streamlined the project processes leading to cost control and enhanced delivery timelines
- Liaising and coordinating with internal stakeholders to ensure seamless project execution and completion

Channel Management

- Appointment and engagement of AV & IT channels Pan India basis
- Lead Management with Channels
- Pricing & Schemes
- Marketing support
- Support to channels for case closing

Aug 18 – Mar 19	VizExperts India Pvt. Ltd <i>An US MNC company & OEM of AV products & provides intelligent business solutions in AV & OA</i> Regional Head – South & West Heading end-to-end Audio Visual sales and business development responsibilities on Pan India level. With a team of 25+ resources. Accountable for business growth and expansion, strategy planning, customer acquisition and management, project management, process/policy improvements, cost optimization, stakeholder and team management. Reporting to CEO.	Bengaluru, Pan India
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Apr 14 – July 18	TACKER TECHNOLOGIES PVT LIMITED <i>The company provides intelligent business solutions in Audio Visual & Office Automation.</i> Sales Manager Heading Audio Visual Sales Pan India, Team Management. Reporting to CEO. Business Growth <ul style="list-style-type: none">▪ Converted from Box Selling to Value addition▪ Transforming from Product to Project Selling▪ Closed few High value AV projects	Delhi, India
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Apr 07 – Mar 14	AVERY INDIA LIMITED Area Manager – West Bengal & Jharkhand <ul style="list-style-type: none">▪ Achieved 100% business growth for the territories assigned; company turnover grew from INR 80 Cr in 2007 to INR 95+ Cr▪ Led and managed a team of 22 resources and held P&L accountability for the West Bengal & Jharkhand areas▪ Drove business development strategies and approached large corporates such as SAIL, ICML, CESC, ITC, TATA Motors, Hindalco, MP Birla Group, ACC Cement, LaFarge and many more▪ Identified and leveraged the business potential in the government domain in these areas; achieved the highest sales record Pan India for 2 years▪ Ensured adherence with legal compliance norms; worked with consultants like Deloitte and KPMG for audits and taxation compliances	Asansol, Delhi India
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Mar 00 – Mar 02 & Apr 04 – Mar 07	ESCO AV (I) PRIVATE LIMITED <i>Regional Manager – Northern & Eastern India</i> <ul style="list-style-type: none">▪ Effectively handled marketing of EPSON & ASK & LG Multimedia Projector, E-Control Solution in Corporate,▪ Videowall Marketing, Audio-Video Conferencing of Polycom and customized solution for AV items. Actively involved in projectmarketing & project management and selecting & implementing business planning & strategy with CEO for the smooth flow of operations.▪ Successfully achieved 100% target of Elite Club, achieved highest revenue and achieved Eastern India from nil to the most selling Region among the country	Delhi
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Apr 02 – Mar 04	GITIL <i>Sales Manager – Northern & Eastern India</i> <ul style="list-style-type: none">▪ Effectively handled marketing of Infocus Multimedia Projector, E-Control Solution in Corporate, Videowall Marketing, Audio-Video Conferencing of Polycom and customized solution for AV items.▪ Actively involved in projectmarketing & project management and selecting & implementing business planning & strategy with CEO for the smooth flow of operations.▪	Delhi & Eastern India
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Nov 90 – Feb 00	INTELSYS CONSULTING SOFTWARE PRIVATE LIMITED <i>Sales Manager – Northern & Eastern India</i> <ul style="list-style-type: none">▪ Successful handled marketing of IBM Computers & PCs, IBM Mid range Servers in the assigned region of Calcutta with the focus on achieving the pre-set targets.	Eastern India

EDUCATION

1991

Bachelor's in Commerce (B. Com)

Calcutta University, India

CERTIFICATION:

Online Certification about 80:20 Principle | Revolab Certified Consultant | PLS (Product Line Simplification) Certification | In Lining Certification | Small Group Activity | Novell Networking | Diploma in Computer Application & Database Management | United Nations School Certification

TRAINING:

Zoom	: Product Training
EPSON/SONY/NEC/Casio/Infocus	: Projector & Display
SAMSUNG/LG	: Display Solutions
CLEARONE/ HARMAN	: Audio Applications
ELECTROSONIC /DELTA/ SAMSUNG	: Video Wall / Display Systems
LIFESIZE/TANDBERG/POLYCOM	: Video Conferencing & Cloud based application
REVOLABS	: Revolab Certified Consultant
EXTRON/CRESTON/KRAMER/AMX	: Control, Cables & Switches
SHURE/REVOLABS	: Audio Products & Interpretation System
IBM/HEWLETT PACKARD/COMPAQ	: Computer, Server & Printers
DIGITAL CLASS	: Interactive Tablet
