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PROFESSIONAL PROFILE

- 18+ years of experience with strong Business Development background in sales and marketing.
- Rich Experience of both Line and Function roles.
- Strong team player / leader and have excelled in mediating among multiple divisions in large organizations.
- Good written, verbal and interpersonal communicator and an effective mentor.

CORE COMPETENCIES

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| • Leadership and Team Building | • Recruitment training coaching and mentoring |
| • Strategic Marketing and Business Process Improvement | • Problem Analysis and Problem Solving |
| • Networking with corporate leadership and key stakeholders | • Business Process Improvement |

PROFESSIONAL EXPERIENCE

Shubhloans.com- part of Datasigns Technologies Pvt Ltd. from Aug 2019 – March 2020
Designated as Zonal Business Head – Sales (Telangana & AP)

Shubh Loans is building India's next-gen credit scoring company that aims to democratize credit for millions of borrowers who are not part of the formal credit system and expand the availability of fair and transparent credit. Enabling lenders access unserved and underserved market segments by using real-time analytics and credit reports based on alternative data. It also provides post disbursement tools that are proactive in preventing overdue and missed payments instead of after borrowers go overdue.

Key Deliverables:

- Establishment of branch offices and managing Sales function of Telangana and Andhra Pradesh
 - Hiring, Retaining, Training & Motivating Sales Team.
 - Focusing on achieving customer acquisition, retention and cross sales.
 - Managing the daily activities of the branch.
 - Enforcing the companies' policies, principles, and procedures.
 - Inspiring and motivating staff.
 - Identifying and Sourcing New Business by making a tie up with SME corporate companies for Personal Loans to their employees.
 - Coaching and developing staff to do more and better.
 - Managing, Monitoring & Maintaining strong relationship with Key clients & associate at all levels.
 - Enhancing awareness of the company branch and brand.
 - Closely work with Product, Tech and Marketing teams to create new ideas / products and take them to market.
 - Effective flow of communication across the hierarchy to ensure timely and real time update of information.
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99acres.com - part of Info Edge India Ltd. from April 2010 – July 2019

Designated as Associate Vice President – Sales

One of India's first online platforms to cater to the real estate market, 99acres.com has a pan India listing of properties for sale, purchase and rent, spanning 25 plus cities. Catering primarily to real estate developers, builders and brokers, 99acres.com uses property listings, builders' and brokers' branding and visibility through micro sites, home page links and banners to bring together and connect builders, brokers, dealers and interested buyers/sellers.

Key Deliverables as Associate Vice President - Sales:

- Managing Sales function of Telangana and Andhra Pradesh for India's Leading Property Portal in the country
- Identify and build new business revenue lines.
- Spearheaded a team of 36 with 5 business vertical managers, Setting up goals and leading the team with clear directions to optimize business results.
- Hiring, Retaining, Training & Motivating Sales Teams.
- Managing, Monitoring & Maintaining strong relationship with Key clients & associate at all levels.
- Closely work with Product, Tech and Marketing teams to create new ideas / products and take them to market.
- Effective flow of communication across the hierarchy to ensure timely and real time update of information
- Regular training of team for product knowledge and other soft skills.
- Competitive Analysis and Market Intelligence - Researching, reporting, and presenting competitive Product , pricing and packaging strategies
- Identifying consequential gaps in competitive offerings and recommendations for winning against competition.

Key Achievements

- Doubled the revenue from 4.2 to 8.0crores in a span of 3 years.
 - Achieved Market Leadership with a share of 45%.
 - Pioneered the first Land Developer business into different component and generating revenue of 2.4cr exclusively.
 - Digit Revenue Generation – Trail blazed existing clients into online social media product (OMNI) and generating additional revenue of 75lac in the very 1st year of introduction.
 - Successfully acquired 600 new clients for the year.(2017-18)
 - Acquired key accounts like Aparna, Ramky, EIPL, and Vertex to name few and ensured maximum share of wallet from them
 - Penetrated new cities like Vijayawada, Visakhapatnam, Guntur, and Warangal with sustainable business plans adding revenue of 75lac in 3 years of operations with about 200+ clients getting on board.
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Naukri.com – Part of Info Edge India Ltd. from June 2006 till March 2010
Designated as Senior Manager Corporate Sales

Naukri.com, the flagship brand of Info Edge (India) Ltd, and India's no. 1 job site, joined in June 2006 and had the opportunity to be a part of the company in its start-up phase. Was part of the team that successfully propelled its business from a growth and development phase; to high-growth cycles to achieve its current market position as the leading provider of online Recruitment Service.

Accountabilities:

- To develop and retain new Business opportunities for the web-based recruitment solutions for A.P region (Hyderabad, Vizag, Vijayawada, etc).
- To manage a team of 29 with Business Managers, Managers and Executives across Andhra Pradesh.
- Meeting the key decision makers, providing apt solutions for the current challenges, Closing the sales deal, ensuring prompt after sales service and creating a way for upgradation /renewal.
- Understanding the Market growth, products, target segments, competition, substitutes, prevailing risks & remedies etc. Translating the knowledge of the above to the team and equipping them to perform extremely well.
- Implementing excellent processes which results in increasing the efficiency of the system as a whole.
- Competency mapping & setting targets to the team according to business potential, motivating & mentoring them to walk an extra mile to achieve the same.
- Planning & implementation of promotional campaigns on offers, value additions, relationship building, new client acquisitions on a regular basis paving a strong platform for future business development & retention of clients.
- Ensuring and developing a strong culture, information sharing sessions, skill based a workshop which brings creativity & innovations in the system.
- Ensuring excellent service & product training across all locations of the client ensuring maximum ROI from the subscription.

Key Achievements

- Joined as Area Manager in the financial year (06-07) Hyderabad operation of Naukri.com, grew along with the company as Business manager and senior manager
- Successfully acquired
 - 230 New clients for the financial year 06-07 Revenue of .80lac Total Revenue of Rs.2.10cr
 - 397 New clients in the financial year 07-08 Revenue of 1.37Cr Total Revenue of Rs. 4.54cr
 - 680 New clients in the financial year 08-09 Revenue of 2.44Cr Total Revenue of Rs.7.33cr
 - 820 New clients in the financial year 09-10 Revenue of 3.24Cr Total Revenue of Rs.9.12cr
- Managing a record of 100 % retention.
- Played pivotal role in enhancement of product features of RESDEX and HOT VACANCIES from client feedback and communicating the same to the product development team.
- Successfully acquired new clients on board like USB, Sierra Atlantic, JDA Software, Game Loft, Game shastra, Mofai, InfoTech, TMI Inputs, Datamatics, ADP, Mobi Technologies, Amazon.com, DQ Entertainment.... To name few.
- Secured promotion hinged on my performance record of 59% territory's revenue growth for 07-08. I got the grading of Sr. Manager from Business Manager in April 2008.
- Set a record of highest sales for a new Niche product "E Hire" in the country immediate to its launch in July-07.

Bharti Tele-Ventures Ltd. Hyderabad
Designated as Asst. Manager- Channel Sales from Oct 2005 –May 2006

Key Deliverables

Heading and Recruiting quality Channel Partners & team.

- Responsible for overall strategy /profitability /sales /franchise experience /Compliance /IT /Service Delivery & reward and recognition for the channel.
 - Responsible for adding new Business Partners while supporting and driving revenue growth from the present ones.
 - Manage franchise profitability, maximizing revenue from existing products and creating revenues from introducing new products.
 - Extend client level data analytics and related sales pitch to franchises to enable greater business activity
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Hathway Cable & Datacom Pvt. Ltd. Hyderabad
Designated as Manager Business Development from March 2003 – Sep 2005

- To create awareness of Hathway's (Internet Services) presence in the market thru aggressive marketing activities with direct sales and marketing team.
 - Opening up new areas and churning clients from competition through aggressive Sales and Marketing activities enabling Hathway to capture Broadband market in specified region.
 - Was instrumental in setting up Work from Home Concept with Microsoft, Oracle in Hyderabad at the stage when this idea was only flaunted by other major players in the Internet Business.
 - Played a man management role by giving direction to the sales team for Aggressive Selling and coached them to present the value proposition of the Hathway Broadband to the customers
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GETIT Infomediary Ltd, Hyderabad
Designated as Sales Executive from Jan 2002 – Feb 2003

- To promote space selling concepts and bring new customers suiting the needs of their business.
 - Renew and retain the existing customers by providing satisfactory services.
 - Increase the revenue by selling more space Find out the needs of the customers and help them by giving right suggestions in choosing the space.
 - To develop the existing customer base & to focus on potential customer and co-operate with the existing team for achieving the organizational goals.
 - Give proper feedback & timely reporting to the Branch Sales Manager
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Education

Master's Degree in Business Administration from OSMANIA University – Hyderabad (2001)

Bachelor of Commerce from OSMANIA University – Hyderabad (1998)

Personal Details - Date of Birth: 25th Sep 1976.