

# AMIT KUMAR VERMA

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## Management Professional – An Overview

Facilitating as **Key Contributor** to Assurance & business with

### Vast Experience & Expertise in Banking & Financial Service Industry/Digital Sales

A Highly passionate & result oriented energetic leader with great respect for people, process & innovation, have led by example, known for clear thinking, flawless execution and unyielding integrity with successful career span of **20 years** predominantly in steering **P & L Management, Business Development(B2C/B2B) Wealth Management, Equity & Debt Business development, Loans, Product management, Franchisee Acquisition & Management and digital marketing** with renowned as well as Start-ups business organizations. Deft in mapping business dynamics and realigning strategic and operational drivers to combat competitive forces & stay firmly afloat with impeccable track record of delivering superior performances under demanding work environments.

An all-rounder intellect blending leadership skills with sound business practices to achieve turn around growth and position organization for long-term profitability; expert in creating sophisticated sales model for consistent business growth. Self-starter with proven expertise to set up sales operations, establish company brand coupled with excellent track record of driving business operations to profitability in start-up, turn around, and high growth situations.

## Competencies

- Dexterity in formulating & implementing **Product Launch & Promotion** strategies and ensuring profitability of organization & employees. Diligent and resourceful professional with hands on expertise in devising measures for enhancing **Operational Efficiency**.
- Adept at managing **Business Development** and **Operation** through **Target Marketing & Penetration** while achieving **Revenue, Profit** and **Business Growth Objectives**.
- Proven expertise in formulating & implementing strategies to track flaws, and drawing inputs to realign tactics/strategies; deftly overseeing **Production Planning & Branding** while accomplishing the revenue and collection targets.
- Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and consolidate tasks; resilient with a high level of personal integrity and energy experience.
- Hands on experience in product planning, quality management and manpower supervision in the manufacturing environment.
- Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and consolidate tasks, whilst simultaneously managing the diverse range of function from multiple sources.
- Understanding of all aspects process analysis, automation and improvement and production activities and up to date knowledge of latest technological advancements, regulations/ guidelines and statutory compliances in the industry.

## Core Strengths/Area of expertise

**Business Development,  
Wealth Management,  
Digital marketing,  
P & L Management,  
Product management,  
Franchisee Acquisition,  
IPO Distribution,  
MIS Preparation,  
Technical Analysis,  
Key Account Management,  
Equity & Derivatives Sales ,  
Credit Risk Management,  
CRM Handling,  
Channel Development,  
NRI Acquisition,  
Product Training,  
Team Management,  
Block chain enthusiast**

## Employment Outline

**Since 15<sup>th</sup> Sep 2021 till Date; Head Strategic Alliance; Finway FSC (RBI Approved NBFC and Corporate DSA)**

- To build Strategic alliance with multiple entity to enhance the Top line of the organization.
- Instrumental in finding out the co lending Opportunity for own lending Company.
- Setting up Financial Product Distribution wing for wealth management.
- Revenue enhancement from Existing DSAs.

**Since 1<sup>st</sup> Jan 2021 to 15<sup>th</sup> Sep 2021; Senior Consultant: Cash & Carry Arbitrage Consultancy/ wealth Management Consultancy/Digital Marketing.**

**Since 1<sup>st</sup> Feb 2018 to 31<sup>st</sup> Dec 2020; Business Head: Wealth Management & IFA vertical: Edge Fintrack Capital Pvt Ltd. Fintech involved in Wealth Management and Third Party distribution.( Mumbai)**

**Group Company of iQmetric Technology ownership.**

- Responsible for revenue generation, new client acquisitions and managing the existing clients for providing Consulting services - Perform high-level positioning and identification of strategic business. Major focus on AUM enhancement.
- Own P & L for the product lines.
- Accountable for formulating the business plan and responsible for Business development, sales and delivery of IT based solutions and services to HNI as well as retail.
- Identify new product initiatives, market research, finalising requirement, planning and execution.
- Developing business opportunities that are strategic from a revenue perspective or complex in nature, QoQ and Yearly forecasting, pricing, key account management..
- Managing the channel & IFA vertical to make maximum number of Business partner to grow exponentially.
- Responsible for ATL & BTL ( Digital marketing Campaign) for the company through Lots of Corporate activity with SEO, SMM, E mail marketing and generating maximum IFA lead for the Business.

**Since 2<sup>nd</sup> may 2016 to 31<sup>st</sup> Jan 2018 Business Head (Vice President: BFSI vertical): iQmetric technology (A digital and Affiliate marketing firm) (erstwhile SS DiGi Media) (Delhi /Mumbai)**

- Accountable for making Digital marketing strategy and execution (Financial product like Life insurance, Mutual Fund, General insurance, Equity trading) of plan to get the maximum action using SEM, E- mail marketing, Mobile marketing, blogging and Social media by keeping tab on ROI.
- Responsible for business Generation by leading the business Development team.
- Responsible for lead generation, smooth operation and timely deliverance of output by keeping constant performance monitoring and analysing on daily basis.
- Working Capital management, setting up formal structure & Policies, achievement of market share and business growth objective.
- Advertiser and publisher for some of the leading Financial and training product providers through Ad networks by using FB,Google Adword,ADcash, Adhitz and exoclicks Platform in Domestic and International market..

**Since 20<sup>th</sup> Oct'08 to 15<sup>th</sup> Apr'16 with ICICI Securities Ltd as Product Head- NRI/ Regional Product Head- Retail ( Delhi/Lucknow/Mumbai)**

### **Highlights:**

- Accountable for making strategy and execution of plan to drive equity business across branches
- Responsible for achieving revenue, activation and acquisition target for my region and drive industry benchmark in Product mix
- Own P & L for the product lines i.e. Equity, Currency & Derivatives.
- Conceptualizing and preparing business projections, performance MIS by considering different parameters of productivity.
- Ensuring that existing customer, STOP Trader Increase their trading frequency resulting in incremental revenue growth.

- Emphasizing on relationship management for the huge client base of the branches for the revenue generation; providing personalized service to the HNI client of my region..

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**Dec'07–Oct'08 with MF Global Sify Securities India Pvt. Ltd as Asst vice President- Third Party Distribution & Franchisee Acquisition/ Development( Delhi)**

**Highlights:**

- Developed the new areas for business in the region to realize targets. Generated the revenue by creating business associates, creating new franchisee and sub-broker relationships.
- Accountable for business target achievement of third party Distribution product like Mutual Fund, PMS, Life Insurance, FD and other Investment Product for my area.
- Organise the promotional programme in areas to highlight the brand in the particular segment.
- Adept at identifying and appointing efficient and reliable distributors to expand the distribution network resulting in deeper market penetration and reach.

**Mar'06–Nov'07 with Motilal Oswal Securities Ltd as Regional Product Manager – Commodities ( Delhi)**

**Highlights:**

- Made growth strategies for business development in the region. Identified low performing product to accommodate consumer-buying trends, maintaining steady revenue gain.
- Developed the new areas for business in the region to realize targets.
- Performed monthly sales forecasting to determine product performance.
- Tracked market dynamics and drawing inputs to realign tactics/strategies to counter competition & identify key accounts to strategically secure profitable business.

**Feb'05–Feb'06withJaypee International Inc as Business Development Manager**

**Highlights:**

- Overall business development of the particular segment for Delhi &NCR by HNI client acquisition.
- Account opening coordination with US office (account department) to open account.
- Monitored accounts and electronic limit setting. Acted as intermediary between US back office and Clients for limit setting act between credit department and client.
- Involved in managing sales & marketing operations and marketing strategies.
- Generated business & influencing customers/consultants on offered solutions by providing valuable information through technical discussions, presentations and demos.

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**Jan'2002–Jan'05withLeader Capital Services (I) Pvt. Ltd as Branch Manager  
Prior to PG One year exp with Sakshi Info Tech as Sales Executive**

**Education Details: Degrees /Certifications**

**Degrees/Certifications**

- M B A in Financial management : Madras university(2000-2002)
- NISM-series- X-A & X-B(Investment advisor)/V-A (Mutual Fund)/VII (Securities operation & risk mngt.)
- Exec MBA( Marketing/Digital Marketing)- EIILM(2012-13)
- PGDFM Certification in Credit and Financial Risk Management :IIPT Lucknow(2008-09)
- P.G.D.C.A- Certification from Data Base Info Tech; Patna(1998-99)

**Training Attended**

- Attended train the trainer programme.

**Personal Dossier**

Date of Birth: 19<sup>th</sup>Oct1975

Residential Address: D 8/902, Ansal Sushant Aquapolis, Ghaziabad; U P 201009 (Permanent)  
: A-304, Garden Estate, Laxmi nagar, Goregaon west, Mumbai (Temp)

Languages Known: Hindi & English