



SAHIL KAPOOR

CHIEF COMMERCIAL OFFICER

PROFILE


Competent and diligent talent for developing and implementing need-based strategies to propel an organization to a top position. Offering 19+ years of cross-functional experience B2B and B2C in Business Development, Sales & Marketing, Channel Management, HNI, Internal & External Client Relationship Management and Talent/Team Management.

Skilled in development & implementation strategic initiatives aimed at enhancement of market shares & revenues.


KILLS

- Thought Leader scaling edtech start-ups
- Telescopic thought process
- Development of Market Penetration Techniques
- Competition/ Market Analysis
- Process Management/ Improvement
- Quality Assurance
- Compliance Management
- Customer Relationship Management
- Cross Functional Team Coordination

CONTACT

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WORK EXPERIENCE

EDTECH EXPERIENCE

Dino Lab, Chief Commercial Officer

DEC 2020 - PRESENT

- Managing the entire spectrum of sales & marketing activities for ensuring optimum product penetration and reach. Identifying prospective business generation avenues and working towards deriving optimal business benefits. Building brand focus in conjunction with operational requirements.
- Served as core team member in multimillion dollar organizations thus have launched businesses from scratch, setting up B2B and B2C processes. Designing and defining the framework for legal, CRM, accounts, and vendor management
- Execute strategy to achieve revenue targets in the Area, maximize geographical spread and market share, and ensuring a healthy pipeline
- Position solutions as a Leading Brand with Premium pricing in B2B & B2C markets
- Build, develop, train and retain high performance sales teams and conduct Business Reviews for constant monitoring of sales performance and sales KPIs for the Area
- Managing and acquiring & Top Schools and B2G clients
- Establish and maintain high level of Customer Satisfaction. Collaborate with other departments to resolve customer issues/concerns and activation of signed accounts within stipulated timelines, implementing learning and growth initiatives for the team to build and develop next line leadership and succession plan
- Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales & marketing operations
- Focus on 30 % + EBITDA

EDUCATION

UPRTOU

Masters in Business Administration,
2007

IBMI,Germany

Essential Management
Skills, 2019

CCOMPLISHMENTS

- Debut of the year 2015-2016
 - 110% collection achievements
 - 264 % achievement on revenue
 - Promoted as NSS in 2017
 - Highest revenue generated vs target 2018-2019
 - Promoted as Head Sales FY 19-20
 - Promoted as National Sales Head FY 20-21
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- Got promoted in 10th months as Regional Manager Sales and Marketing
 - Awarded as best Captain in Classedge Premier League
 - One of the leading RMs in country on Revenue front
 - Considering consistent performance got designated as Director-Sales in 2014
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- Recognized with certificate of excellence in 2010

NATIONAL SALES HEAD

FEB.2017 - NOV.2020

&

EDUCOMP SOLUTIONS,VICE PRESIDENT

JULY 2015 - JAN 2017

- Interacting with cross function's, AVP,SBH,TSM, RSM & DMs of Zones for strategizing and execution and ensuring high engagement levels in the team to minimize attrition
- Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales & marketing operations
- Developing and executing strategic plan to achieve sales targets and expand our customer base
- Managing and acquiring & Top Schools
- Develop and maintain professional relationships based on mutual trust and confidence with customers and stakeholders
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products
- Focus on 30 % + EBITDA

TATA CLASSEGE, DIRECTOR-SALES

JULY 2011 - JULY 2015

- Conceptualizing and designing the sales process, goals and objectives for self and the team
- Responsible for P&L for the assigned area
- Forecasting and Budgeting
- Developing a vision for the product portfolio in the short to medium term
- Achieving the specified sales and revenue targets for the region
- Driving new innovative ideas for strengthening the brand and reaching out to new market segments

BIRLA SUNLIFE INSURANCE CO LTD,BRANCH

HEAD/HOD JALANDHAR TERRITORY

APRIL 2010 TO JULY 2011

- Methodically scheduling the meetings with HNI advisors and clients to enhance business
- Implementing the Best Practices, training and technology for accomplishing the desired Volumes
- Reviewing activity reports to ensure that personnel (BMs, AMs & BDMs) have achieved sales quotas, processed claims promptly, or credited collections to policyholders' accounts
- Interpreting, implementing, and enforcing the company policies

CCOMPLISHMENTS



- Top Gun for 3rd & 4th quarter of 2007. No. 1 Branch of the Region (Target vs Achievement)
- Recognized with Annual award of consistent excellence for 2007 achievements
- Awarded for outstanding performance in Masterstroke & Business Black Cat January-09

- Awarded Top Gun for first Quarter 2006
- Been Among the Top 15 Agency Managers in Pan India
- Produced two MDRTs and five Club Members

- Awarded as “Star performer of the quarter Jan’05 to Mar’05” for maximum sales in entire Corporate Hub (Punjab, Haryana, and HP)
- Joined as Field Sales Officer and promoted as Team Leader with an Associate of HFCL Infotel Ltd. ASR

- Interacting with AKM to plan and develop methods and procedures to increase sales, lower costs, and obtain greater efficiency
- Supervising and coordinating activities of branch office & agencies

Fullerton India Credit Co Ltd, Business Unit Manager April 2007 to Dec 2009

- Launching & Leading a Branch (Profit Centre) with cross functional team of Sales, Credit, Collection and Customer Service. Heading a team of Relationship Manager, Relationship Officers, Credit Manager & Collection Manager, ACO, Business Partner & Vendors related to Legal, Valuation, verification agencies with the overall responsibility of Sales, Marketing, liaison, planning, Credit, Operations & Collection
- Overseeing the whole operation Sales, Credit, Collections, besides managing and developing the team to meet business objectives, with key focus on bottom line profitability by ensuring optimal utilizations of available resources

BIRLA SUNLIFE INSURANCE CO LTD, AGENCY MANAGER JULY 2005-MARCH 2007

- Recruiting, training & managing a team Insurance Advisors
- To make corporate/group presentations to develop Business
- Preparing Short Term Sales and Distribution plan for achieving the Targets

Telecom Experience

Tata Indicom-HFCL Infotel Ltd, Sales Executive/Field sales Officer

July 2004-June 2005

May 2001-June 2004

- Looking after Sales & marketing operation & monitoring competitor’s activities
- Directing, supervising & controlling DSTs to ensure their set targets are completed in given time frame
- Accessing the market forecasting & strategizing for sales
- Handling Top Corporate Accounts & making proposals for approval
- Responsible for managing Road Shows and running advertising campaigns

(SAHIL KAPOOR)