

Devesh Sharma

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A strong visionary leader offering extensive success of over 21 years in determining a business unit's mission & strategic direction; capability to formulate and implement tactical initiatives and provide strategic advices to partners for achieving corporate strategic goals

Executive Profile

- ➊ Achievement driven business leader with excellent track record of managing complete operations for business with turnover of INR 200 Cr. and producing consistent top line & bottom line growth
- ➋ Talented sales strategist offering thought leadership, strategic advice, insights for market differentiation, opportunity assessment, competitive advantage, go-to market strategies, process set-up using best-in-class tools and processes across geographies like Punjab, Haryana, Mumbai and UP
- ➌ Resourceful in developing new lines of business; successful career in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities in assigned territory and generating multi-million dollar business
- ➍ Expertise in turning around business and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation
- ➎ Acted as persistent innovator and team motivator who has championed some of the most successful marketing strategies that fuelled market place presence & revenue growth and product launch campaigns
- ➏ Excellent track record of directing challenging assignments of launching & improving strategic positioning of largest & most profitable products
- ➐ Conceptualized overall Enterprise Marketing strategy for the Circle; successfully drove enterprise specific growth areas such as Fixed Line Data & Voice, IOT, Analytics and Cloud Portfolio; formulated various Digital Marketing strategies to generate demand
- ➑ Ensured seamless interlock with Retail Team, ensured capability building of entire Team including partners on behaviors / new products and financial acumen
- ➒ Recognized for establishing non mobility motion (esp. Cloud, IOT, TFS, SIP, FLD, PRI & Cloud Telephony) to improve ARPU and churn reduction
- ➓ Skilled in conceiving & implementing the service strategy amongst Enterprise customers and attain high level of customer satisfaction through implementation of customer engagement programs and retention initiatives
- ➔ Consistently delivered multiple digit growth of revenue, market share and improved ROI through up-selling of sub products / VAS services and enterprise business solutions
- ➕ Possess excellent planning, leadership, negotiation & customer relationship management skills

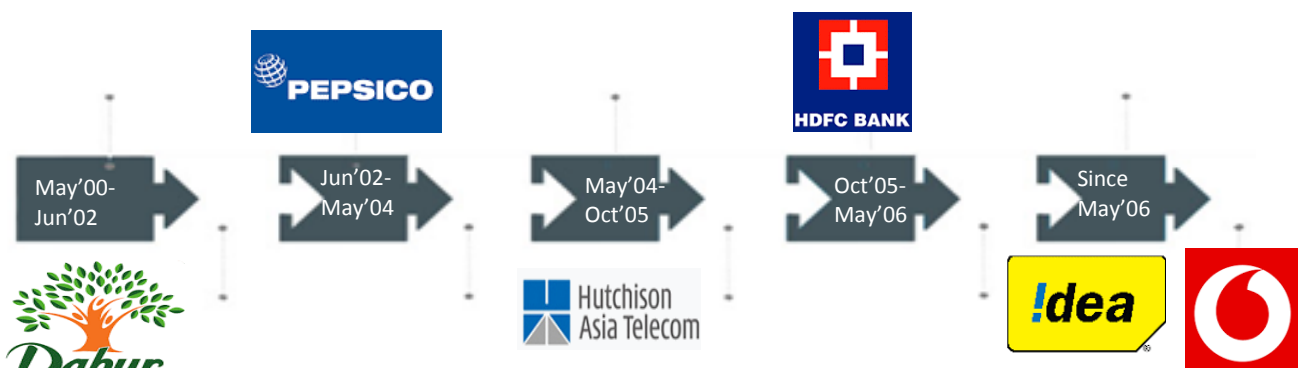
Key Impact Areas

Business/Operational Excellence	Strategic Sales Planning & Leadership
New Business Development	Client Relationship Management
Channel / Distribution Management	Team Building & Structuring
Branding/ Promotion	Revenue Maximization
Profit Centre Operations	Competitor Analysis / Market Penetration

Soft Skills



Career Timeline (Recent 5)



Education & Credentials

- 1998: **MBA in Marketing & Finance** from Institute of Management Studies, Himachal Pradesh University
- 1996: **B.A. in Mathematics & Economics** from Himachal Pradesh University

Professional Experience

Since Sep'18: Vodafone Idea Limited as Vice President, Enterprise Business-UP (East)

Key Result Areas:

- Managing the **revenues of Enterprise Business** in order to attain market Leadership in UP East Circle, spanning across **SME / SOHO / National / Global / Government** domain
- Managing a dedicated **teams of 5 Segment Heads – Sales / Marketing / Customer Service / Solutions / Business Development** (Direct Reportees), **15 2nd Line and 22 3rd Line Team members** (on rolls of Vodafone Idea Limited) by providing clear business direction, setting personal and area objective with regular coaching and performance feedback
- Supporting the **overall process of management and corporate decision-making** to ensure the organization maximizes its short, medium & long-term profitability and shareholder returns
- Designing **successful sales & business development techniques/ strategies/ tactics** for the assigned territory, using customer & market feedback
- Assisting the **distribution partners** in developing marketing & promotion plan and enhancing revenue; ensuring **QOS / compliance checks** for controlling churn and bad debts
- Developing **Annual Business Plan** to meet the topline & bottom-line (P&L) and monitoring **performance** of channel partners, putting ways of working in place for the Sales Team and enable them to improve their efficiency
- Restructuring **operations and introducing important** measures to bring in productivity improvement which includes creation of new team, brand realignment and increase geographic reach & coverage
- Devising **strategies towards penetrating into unexplored market segments**/customer groups for business expansion; formulating & executing **market specific differential strategy** to meet distribution & revenue objectives
- Engaging & coordinating **business analysis sessions** for understanding client business requirements and mapping them to required framework standards
- Cordinating with **cross-functional teams** like Marketing, Service Delivery, Networks, Finance, IT, Commercial and HR
- Ensuring proper **co-ordination between circle and corporate office** to introduce various U&R & acquisitions related interventions
- Setting- up channels from scratch by appointing major dealers / distributors** in non-performing areas; developed business model & operating standards for distributors; created new corporate key accounts through the dealers
- Devising & effectuating go-to-market strategy** of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Achieving **market penetration & product expansion** through strategic business planning which resulted in increase in revenue and profitability

May'06 to Aug'18: Idea Cellular Limited

Growth Path:

May'06 to Oct'09: Senior Manager – Enterprise Business (Ludhiana)

Nov'09 to May'14: Deputy General Manager, Enterprise Business (Punjab)

Jun'14 to Aug'18: General Manager–Enterprise Business (Mumbai)

Key Result Areas:

As General Manager–Enterprise Business (Mumbai):

- Directing the **postpaid enterprise business portfolio for Mumbai Circle** through Corporate Sales Associates (CSA's) and Direct Sales Team (DST's) across 6 Zones; managing **a team of 33 professionals** (7 ASM's and 26 Account Managers)
- Managed the revenue of **INR 150 Cr per annum** across products like GSM Mobility, Fixed Line Data, Fixed Line Services, Audio Conferencing, Toll Free Services, SIP, PRI, Bulk SMS, AMR, Vehicle Tracking System, Artificial Intelligence, IoT and Cloud Services

As Deputy General Manager–Enterprise Business (Punjab):

- Directing the **postpaid enterprise business portfolio for Punjab Circle** and managing Revenue of INR 100 Cr per annum

As Senior Manager – Enterprise Business

- Headed a team of **4 KAM's, 1 Collection Manager, 1 Retention Manager and 1 Feedback / CPV Executive** and managed the recruitment & training of **24 CSA's, 90 FOS and 30 DST's**

Previous Experience

Oct'05 to May'06: HDFC Bank Ltd., Jalandhar as Manager - Retail Sales

Highlights:

- Acted as **Sales Manager for Banking Liability products** for Jalandhar Cluster; managed **5 branches across Jalandhar, Nawanshahar and Kapurthala** region
- Supervised a team of **10 Sales Officers & 80 Promotional Executives** and achieved **core & crosssell targets** for assigned branches
- Laised with **credit to ensure faster delivery and greater customer satisfaction**

May'04 to Oct'05: Hutchison Essar Telecom, Ambala as Relationship Manager - Prepaid Sales

Highlights:

- Single-handedly managed distribution, sales and marketing initiatives for prepaid sales in **Ambala cluster**
- Enhanced turnover from **INR 5 lacs to 65 lacs per month**, and gross from **250 to 2000 per month**

Jun'02 to May'04: Pepsi Co. (Frito Lay India), Jalandhar as Sales Officer

Highlights:

- Managed **Jalandhar cluster in Punjab** with a team of **30 Route Sales Agents (RSA's)**
- Supervised **6 distributors & turnover of INR 50 Lacs per month**

May'00 to Jun'02: Dabur India Limited, Ludhiana as Sales Officer

Highlights:

- Managed **Ludhiana cluster in Punjab** (consisting of 16 towns) for Healthcare products Division with a team of **4 Interim Sales Representatives (ISR's)**
- Shifted the focus of Ludhiana H.Q. from **wholesale to retail coverage**

Jun'98 to May'00: Pasupati Spinning & Weaving Mills Limited, Ludhiana as Sales Executive



Personal Details

Date of Birth: 11th August 1975

Languages Known: English and Hindi

Permanent Address: D-407, Ivory Towers, Sector -70, Mohali, Punjab

Current Address: U 302, Satlaj Apartments, Gomti Nagar Extension, Lucknow, Uttar Pradesh – 226010

Target Location: Metro cities