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RAVI SHAHANI

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BUSINESS OPERATIONS, MARKETING, SALES & IMPLEMENTATION PROFESSIONAL

Offering 16+ years of experience in the domain of Sales & Marketing/ Business Development/ Advertising / Product Development across the industries.

Core Competencies:

Strategic Business planning ⚡ Business Operations ⚡ Sales & Marketing ⚡ Business Development ⚡ Category Management ⚡ Product Development ⚡ Consumer Research & Analysis ⚡ Advertising & Promotions ⚡ Trade Promos ⚡ Brand Management ⚡ New Product Development ⚡ Operations Management ⚡ Budgeting ⚡ Negotiation ⚡ Team Management ⚡ Training & Development ⚡ Leadership/ Interpersonal skills

Career Highlights / Achievements:

- Star of Star Award in 2017.
- Regional Head for HR functions on all Sexual Harassment issues across the zone in 2018.
- Best AVP - Sales Pan India for highest sales in 2010-2011
- Best AVP India for overall performance in 2011
- Best AVP PAN INDIA - IIFL award and Best AVP from Reliance Life in the period April – Dec. 2010
- Best Associate Vice President 2009-2010
- Star of Stars - East India in December 2008
- Best Territory Manager in December 2007

PROFESSIONAL SUMMARY

Centrum Insurance Broker's Limited – Calcutta, India

Aug. 2017 – May 2019

Vice President & Business Head - East

- Advising clients on risk management and assisted them to develop new ways to minimize risks.
- Identified opportunities to improve business process flows and overall department productivity.
- Mitigated financial discrepancies by efficiently managing budget and payroll operations.
- Evaluated product development strategy effectiveness and prepared alternative approaches to exceed goals.
- Increased company growth through effective collaboration with sales and marketing departments.
- Resolved issues and recommended actions based on inward sales and compliance reports.
- Increased efficiency by analyzing data and maximizing opportunities for improved productivity across several areas.
- Hired and managed 400 employees to maximize productivity while training staff on best practices and protocols.
- Established performance goals for all 4 departments and provided methods for reaching milestones.
- Teamed with inter departments to create organization's mission and vision statements.
- Led operations team of 17 to ensure reduction of revenue loss and save costs to increase profits.
- Mitigated business risks by working closely with Operation and risk managers.
- Diminished regulatory risks by overseeing adherence to insurance regulatory norms and policies.
- Drove short-term and advanced promotional planning processes.
- Spearheaded cross-functional initiatives across direct and inter vertical departments to achieve business goals for bottom-line profits.
- Researched various insurance companies products offered to help clients to choose most suitable ones.
- Developed and maintained relationships with both internal and external customers.
- Monitoring of entry-level brokers.
- Managed insurance program renewal process and developed marketing plans for clients in various industries.
- Managing the outbound contact center.
- Strengthen Centrum Wealth and Forex relations to source Insurance products from HNI and corporate.

Modern Properties – Calcutta, India**Aug. 2014 – Aug. 2016****Senior Manager - Sales**

- Accountable to prepare **Quarterly Team Sales Target** as per KRA with team and quarterly submit to HR department; providing mentoring to the team, motivating, grooming, and increasing individual and productivity and retaining team.
- Analyzed competitive incentive data and evaluate impact data had on marketplace.
- Led teams focused on focused and open market sales to accomplish targets, surpassing established goals.
- Launched new projects , including stage wise marketing strategy.
- Managed inventory project wise, plan strategies for slow selling units.
- Develop and implement sales plan project wise.
- Evaluated hiring, firing and promotions request.
- Brokerage collection from the developers.
- Make advertising plans, present it to developers.
- Survey's location wise to know and understand competitions of projects marketed by competition.
- Work with outbound teams to generate leads.
- Using digital media to create awareness and generate leads.
- Helping customers with bank loans through tie ups.
- Helping customers with home insurance.
- Negotiating with Banks and Insurance companies for best brokerage rates for leads.
- Implemented a process of having all buyers meet the developers once every quarter to ensure a strong understanding of all updates.
- Ensuring sales teams are well trained on projects and high on customer service.

India Infoline Limited (IIFL), India**June 2007 – Oct. 2012****Associate Vice President .**

- Handled sale of **Life - Traditional and Ulips, Health and General Insurance Products**; managed the sales process for North, East and South India.
- Devised, deployed and monitored process to boast long-term business success and increase profit levels.
- implemented operation strategies and effectively built customer and employee loyalty through various incentive and educational training.
- Designed modern employee recognition program which boosted productivity and high employee morale.
- Managed, trained and motivated Territory, Area managers to continuously improve knowledge and abilities in Life and health insurance selling and needs.
- Increased sales YOY by 40 % by establishing goals , overseeing performances and taking necessary actions .
- Monitored over 30 Direct and a 1000 indirect employees using daily/weekly published reports on performances.
- Worked directly with the National Head, and other Channel heads to brainstorm , discuss strategies and mitigate issues .
- Enhanced operational efficiency and productivity by managing budgets.
- Directed HR operations, including strategic workforce planning, goal cascading, performance management, staffing and benefits administration.
- Created, managed and executed business plan and communicated company vision and objectives to motivate teams.
- Trained coached and mentored staff to support smooth adoption of new process and policies.
- Recruited, hired and trained initial personnel, working to establish key internal functions and outline scope of positions for new organizations.
- Supported top-level decision-making and strategy planning, forging productive relationships with top leaders and serving as key advocate for various personnel issues.
- Chaired weekly meetings with leaders to identify opportunities for improvement, establish milestones and tailor products to individual markets.
- Developed and maintained relationships insurance providers to ensure timely issuance of all policies within TAT.
- Supported regulatory and compliance by overseeing all audits to verify protocol adherence.

- Implemented business strategies by executing basic techniques to increase revenues and effective targeting new markets.
- Managed team members across various verticals and departments resulting in 20-25% growth in annual revenues.
- Drove year-over-year business growth while leading operations , strategic vision and long- -range planning.
- Recruited top-performing sales and marketing management team that expanded the sales and marketing force such as **68 to 500 employees in the East zone, 400 in the South zone and 400 plus in the North zone.**
- Established aggressive metrics, and introduced a new compensation program that resulted in a **200% increase in sales volume from 2009-2010.**

Mashreq Bank – Dubai, U.A.E.

Oct. 2005 – April 2007

Auto Loan (Credit Risk Management)

- Analyzed and approved auto loans based on customer profiles & as per banks policies to minimize risk; carefully assessed the documents provided for loan approvals.
- Verified credit histories, personal references, and employment backgrounds for each applicant.
- Communicated acceptance and rejections to sales team via email and phone calls.
- Reviewed and validated details of loan applications and closing documentation.
- Consulted with reporting managers to work on solutions and covering the same to sales teams.
- Filed completed loan applications with underwriting and made approval or denial recommendations.
- Assessed customer account history to determine previous compliance with payment plans and loan terms.
- Update self with all new model and makes of cars by visiting dealers and partners.

The Furniture City – Suriname, South America

Sept. 2001 – Dec. 2004

Growth-path:

Store Operation Manager

Assistant Sales Manager – Export Division

- Identified, hired and trained highly-qualified staff by teaching best practices, procedures and sales strategies.
- Coached employees in successful selling methods and encouraged cross selling to drive revenues.
- Improved sales processes to streamline customer acquisition and on boarding strategies.
- Grew retail sales volumes in assigned store by 10% MOM through strategic budgeting and marketing and product promotion.
- Handled all customer relation issues pleasantly, enabling quick resolution and client satisfaction.
- Developed international business relation with other whole sellers to increase export sales for generating more revenue.
- Auditing of both store and warehouses and keep the same updated for making purchase order.
- Understanding the market trend and suggesting on designs and quantities of purchase.

EDUCATIONAL & PROFESSIONAL CREDENTIALS

Bachelor of Commerce (B.Com.), 1998

Calcutta University, India