**KSHITIJ KUMAR**

606, tower 1/A, Dheeraj Enclave, Western Express Highway, Borivali East, Mumbai-400066

**Contact:** +91 9902003348 (M); **Email:** emailkumar1234@rediffmail.com

|  |
| --- |
| **|BUSINESS DEVELOPMENT |SALES MANAGEMENT|PROFIT CENTRE OPERATIONS|** |

**⦁ BUSINESS HEAD ⦁**

**“Over 25 Consecutive Years of Enhancing Growth and Profits”**

**Senior Business Development Professional** with keen business acumen in analyzing and understanding business requirements, customer-value maximization and developing new business processes and revenue streams. Expertise in driving cost reduction through process redesign and performance management. Dynamic sales & business development career with established names like **Dun & Bradstreet, Writer Information Management Services (formerly P.N. Writer) , Tata Donnely and Expat Group**.

**Commended for exceptional overall business perspective**, demonstrated ability to exceed goals, and proven history of successfully building profitable organization in highly competitive consumer markets. Recognized for evaluating the projects of interest of the company and revamped existing systems or introduced/launched new brands/ products, which have enhanced sale and brand value of the organization.

**Dynamic & seasoned business savvy professional,** serving as a catalyst for growth,expansion and developing a new business concept of the existing business. Proven dexterity in sales (HNI, B2C & B2B) management,network management,brand management, customer relationship and operational management.

**Focused, motivated and goal-oriented professional,**with a proven track record for resourcefulness and excellent leadership. Known for team based management style and vision based organizational design.

***---- Core Competencies ----***

**Entrepreneurial Vision 🞛 Strategic Business Development & Marketing Campaigns 🞛 Executive Management🞛 Operations Management 🞛** **Concept Selling 🞛 Channel Management** **🞛Competitor Analysis 🞛 P&L Management/Strategic Alliance 🞛 Resource Management 🞛 Brand Management 🞛 Sales Management 🞛 Negotiating Contractual Relationships 🞛 Managing Prime Accounts 🞛 Team Management 🞛 Cross-functional coordination 🞛 Training & Development 🞛Analytical Skills**



**PROFESSIONAL EXPERIENCE**

**EXPAT GROUP, MUMBAI Since June 2018**

**Regional Manager**

* Responsible for Sparsh Resort at Karjat near Mumbai for sales and profitability
* Successfully forged a partnership with Trip Villas India for running the resort
* Driving sales of Facility Management of Expat land and Residential projects across India and built relationship with customers of completed projects in India and the Middle East.
* Identified sectors such as Solar energy for enhancing investor and customer value in Expat’s land projects
* Successfully tied up with the global green company for growing gherkins on Expat land.

**EXPAT GROUP, BANGALORE since Aug 2012**

**Regional Manager – South** (since Oct 2013)

* Leading business expansion & profit center for Expat’s sales across South India while managing day-to-day channel operations aiming at consistent revenue generation for residential and land business.
* Providing continuous support to channel partners by way of events/ campaigns for their customers, leading to aggressive market penetration
* Key player in analysis, development and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness
* Exceptionally well organized with track record that demonstrates self-motivation, creativity and initiative to achieve both personal and corporate goals
* Leveraging broad competencies in assessing and implementing effective business development solutions to enhance customer contentment and loyalty and consequently repeat & referral business
* Managing overall profitability of operations and accountable for strategic utilization and deployment of resources to achieve organizational objectives
* Utilizing broad scope of industry knowledge in leading the team of qualified professionals and provided them leadership/ motivation to achieve defined business goals
* Supervised training & performance management for internal team as well as channel partners

**Highlights**

* Successfully doubled sales growth of Expat in FY 2014 and 2015 in land as well as brick & mortar business in South India through aggressive mentoring of sales team
* Instrumental in product launch and successful sale of various projects including
  + *Wisdom Tree Community,* an exclusive residential project at Hennur Road in North Bangalore
  + Expat’s maiden land projects in Karnataka at Bagepalli and Anantapur ahead of the Bangalore international Airport .
  + Expat Vida, a residential property project in South Bangalore
  + Residential and Land Projects in Chennai through close association with channel partners and driving a sales team
  + Tied up with global green company for growing gherkins on Expat land projects.

**Executive Assistant to CMD** (Aug 2012 - Sep 2013)

* Prepared & published various reports to assist CMD in defining, measuring, analyzing, improving and effectively/ centrally controlling various functions as well as in a Special project related to the data migration activity
* Facilitated conceptualization and finalization of an important strategic marketing plan for Residential and Land business of Expat in liaison with strategic consultancy arm of contract advertising
* Monitored the effectiveness and flagged slippages in the marketing plan for various businesses as well as facilitated reviews with Department Heads
* Prepared and handled board meetings and investor concerns on various aspects of the Expat group’s businesses

**DUN & BRADSTREET, MUMBAI Feb 2007 - Jun 2012**

**Senior Product Manager-Risk Management Solutions and Export Marketing Solutions**

* Headed business for the Export marketing solutions, a strategic business unit within Dun & Bradstreet, targeting Corporates, banks, exporter**s ,** freight forwarders and small and medium enterprises
* Facilitated tie ups with export promotion councils and government bodies related with international trade across the country
* Successfully made alliances with various export promotion councils and public sector undertakings and have serviced the accounts by understanding the information needs to their satisfaction and received testimonials on behalf of D&B.
* Ensured consistent achievement of preset targets, through aggressive mentoring of sales associates, for online global business information products of Dun & Bradstreet
* Negotiated contractual relationships with D&B alliance partners in USA.

**WRITER INFORMATION MANAGEMENT SERVICES, MUMBAI Aug 2004 - Jan 2007**

**National Manager - Sales** (Aug 2004 - Jan 2007)

* Managed pan India sales of Writer Information Management Services, with physical teams present across Mumbai, Delhi, Chennai, Kolkata, Bangalore, Cochin, Hyderabad, Ahmedabad and Pune
* Instrumental in securing an alliance with Export Credit Guarantee Corporation of India, largest Credit insurer in the country
* Defined annual business plan and projections while successfully achieved targets for two consecutive years with consistent growth in revenues of the records management business and offsite storage of back up data tapes.
* Increased sales by identifying trends, establishing a sales management system and successfully positioning information management products across various verticals like Banks, Telecom, Oil & Gas, Insurance, Media, Hospitality etc.
* Identified & targeted newer segments and increased scope of outsourcing activities to include Public sector undertakings
* Handled recruitment, training and performance management of sales professionals for information management division as well as designed incentive schemes for achieving incremental sales targets
* Responsible for booking large Pan India accounts and servicing key accounts of the organization

**DUN & BRADSTREET, MUMBAI Jul 1995 - Jul 2004**

**Unit Manager - Marketing Services**

* Joined D&B’s launch team and actively involved in setting up India operations
* Led all India team for business development of international commercial databases and risk management products across focused market segments
* Identified trends and formulated revenue expansion strategies while provided leads to sales associates for aggressive expansion of market share
* Successfully increased the business of D&B across the Banking & finance sector as well as added various large accounts to our portfolio through regular marketing & branding campaigns including customer meets and seminars
* Retained key Corporate accounts of 75 companies as well as developed prospects within large business houses in India and received the country award (1999 - 2000).
* Successfully met sales targets for the Western Region as the sole Corporate Accounts Manager for Mumbai during 1998
* Positioned D&B’s products across various verticals including Chemicals, Engineering and Food Products and Star Trading Houses as well as interacted with Export Promotion Councils for promoting D&B services amongst members

**TATA PRESS LTD, MUMBAI May 1993 - Jul 1995**

**Senior Sales Executive**



**ACADEMIC CREDENTIALS**

**Post Graduation in Marketing** 1993

Sydenham Institute of Management Studies & Research & Entrepreneurship Education, Mumbai

**Bachelor of Commerce** 1991

Osmania University

**Senior Secondary School** 1986

G.D. Somani Memorial School , Mumbai

**Trainings**

* Six Sigma training initiative by Writer Corporation (2006)
* Nominated by D&B for Management Programme on Managerial Effectiveness conducted by the Tata Management Training center, Pune (1997)
* A detailed orientation on managing and marketing information services through consultative selling conducted by D&B in Singapore (1995)
* One-month Programme based on the Dale Carnegie leadership course in the U.S conducted by Pathik Human Resource Development Institute (1993)



**PERSONAL DETAILS**

**Date of Birth:** 3rd July 1969

**Languages Known:** English and Hindi

**References:** Available on Request