**Ajay Singh |31st oct 1980|+919850896050 (Whatsapp only)/+971526294853 |roopchand.ajay@gmail.com**

Pursuing GMP for the Indian Institute of Management,Ahemdebad.

A Masters from University of Pune,18 years of Leadership & Sales expertise in

* B2B sales/Corporate sales - SMB & Large enterprise accounts.
* Concept selling & Platform sales
* Managing large teams and building a thriving sales culture.

Optimistic,result oriented and highly driven sales professional.

Adept in building long term relationships & working in a startup right from inception to growth.

**This is a time & result based contract - I have the flexibility to extend or terminate the contract based on the milestone achievement.**

| Dec’21 Till date | Vice President , Operations & Growth  Eze Lease| Online rental for furnishing needs | 2-5 people | Dubai, UAE |
| --- | --- | --- |

* Establishing the company – building the business model, involvement in deciding the front end/back end, building partnerships (vendor and sales),Setting up the operations, warehouse, recruiting the right number of people and the right talent along with managing the entire P&L.
* The company was launched in feb 2022, currently running on a B2B model. We have already executed 170+ orders in a matter of 1.5 months.
* Revenue of ~ 2040000 aed, annually. (12000 aed per order on an average)

| Nov’16 Oct’21 | SeniorDirector, Growth (B2B)  Furlenco| Online rental platform for furnishing needs | 300+ people | Pune, India |
| --- | --- | --- |

* Set up Operations including – office space, warehouse, team recruitment & managing entire P&L
* Envisioned and built a B2B platform to harness and create large, scalable networks of users and resources that can be accessed on demand. Building B2B communities allowing them to interact and transact through the platform to generate business and convenience.
* Built 0-100 team size with 100% retention – recruited, trained, set up systems, processes and SOP
* Instrumental in growing annual sales and revenue by ​20X within 5 years ​& successfully led the GTM launch of 6 of cities.
* Own the ​P&L o​f the entire Sales Organization and lead a 5​5 member PAN India team​ across Channel Sales, BD & new businesses
* Set up & led a P​AN India offline sales team with particular focus on Corporates,offering furlenco as one stop platform for all the rental needs of the employees. Contributing to 37% of the overall revenue.
* Conceptualize two major new product offerings - contributing to 33% of the overall group wide business.
* Building furlenco homes - a PMC for leasing fully furnished homes on a long term lease (unheard of in India)

Aug’15 AGM, Sales & Operations I National Corporate Alliance & Channel Sales Pune, India Nov’16 Rentomojo | Online rental for furnishing needs | 300+ people

* Set up Operations including – office space, warehouse, team recruitment & managing entire P&L
* Built 0-40 team size with 100% retention – recruited, trained, set up systems, processes and SOPs
* Acquired 3,000+ client accounts in 9 months
* Negotiated with 50+ vendors and finalized contract partners– Furniture, printing, logistics, brokers, builders, social media, manpower by defining quality standards and contract terms
* Worked closely with founders on Brand building, business plan & sales strategy

Apr’13 AVP I Regional Sales I Brokers & Builders Key Accounts Navi Mumbai, India Aug’15 99acres.com | Online real estate listing from property owners | 1,000+ people

* Increased revenue sales by 100% within 12 first 12 months of the role
* Hired 25 employees within 6 months with 100% retention
* Acquired 1,000+ new clients and revived 63% of 600 dead accounts with a 33 membered team
* Analyzed trends for strategic planning, designed strategic pitches for key internal stakeholders
* Designed team metrics and developed 40 membered team towards achieving it
* Awarded Best Branch within a year for client acquisition of INR 90 lacs to INR 2.5 Cr and team ramp-up from 20-40 people with 100% retention

Apr’04 Zonal Manager, Sales I SME & Retail Key Accounts Pune, India May’13 Naukri.com | Online job portal & recruitment I 5,000+ people

* 7 promotions in 8 years – from Sr. Executive to Zonal Manager
* Joined as part of the founding team and worked closely with founders on Business Development
* Built 5-20 team size with 100% retention – recruited, trained, set up systems, processes and SOPs
* Helped company reach revenue from INR.6 Cr. (2004) to INR.25 Cr (2013)
* Won 4 National Awards for growing 150+ accounts like Amdocs from INR.2.5 Lacs to INR 70 Lacs