# TOM P JACOB

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**PROFILE SUMMARY**

Turnaround Specialist accomplished in meeting company objectives, Sales & Distribution Professional, P&L head, Self-starter with ability to work through ambiguity, Conceptualizing and leading complex initiatives Understands Customer Needs, Building Relationships, Coaching, Managing Processes, Market Knowledge, Developing Budgets, strategies to build CMS & RMS.

**PROFESSIONAL EXPERIENCE**

PAYTM - One97 Communication Ltd – July 2017 – April 2020

**Regional Head – South India - Payments**

Managing individual teams for Merchant Acquisition & Retention, KAMs, Business Loans Life & Shop, POS Acquisition and Integration, Training, Branding & Merchandizing, Operations and Backend, Merchant Help desk.

Ranked as the Top Regional head to improve merchant transaction by 155% in 2018-19, handling a team of 700+ high performing professional with 4 state heads (Telangana, AP & Kerala) reporting, strategies, sales process efficiency, new town rollout, GTM to improve the Paytm business in South India.

Selected Accomplishments:

* National TOP Regional Head for 4 consecutive quarters.
* Highest region with maximum Revenue YoY.
* Region with Highest transaction and active merchant growth .
* Strategies and process developed that were taken as national best practices that was replicated across.

Bharti Airtel Ltd – May 2005 –Jan-2017

> Regional Manager AP & TS – Head Merchant Acquisition and B2B.

(Airtel Payments Bank)– Nov’2011 onwards.

Have been identified as the Person to lead this business for AP from the launch phase to establish sales and distribution in AP & Telangana state, Merchant acquisition, B2B, Merchandising. Part of the national core central team in building the Merchant App and various process. Initiated Walmart and TVSC onboarding to ensure b2b revenue growth of 200 Mn FY15-16.

Selected Accomplishments:

* National TOP as the Best Circle on Airtel money performance.
* Recognized as the Best Regional manager for retail distribution expansion.
* Called to be a Part of the national core team to design customer, merchant app and GTM strategy.

> ZSM-Prepaid – Aug’2008 – Nov’2011

Have Built and established a healthy retail distribution channel for pre-paid to enhance the customer base and to increase the revenues. Established a strong and energetic sales team to monitor day to day operations to see that Airtel is well distributed to cater the needs of large prepaid customer base

Selected Accomplishments:

* Awarded the “National Great People Manager 2010”
* Strong Distribution expansion by 155% growth in transacting outlets in 09-10
* 150% revenue growth from 65 crores to 100 crores.
* 0% attrition consecutively for 3 years.
* Handled a territory 0f 100 Crore (T/o per annum) Market. Because of which was made the only ZM in AP to handle 3 Districts. (Rangareddy, Nalgonda, Mahbubnagar).

> ZM PCO – Mar’08 – Jul’08

Selected Accomplishments:

* Have taken AP PCO to National level by making it the fastest Region to reach 50million Mark in the country.

> Asst. Manager Channel & Acquisition: May’05 – Mar’0

In charge of devising, developing and implementing strategic sales / service and operational plan for retail business (Arc’s). Analyze industry trends, train staff on targeted client base development. Implement New Policies and revise processes as needed to improve operational efficiencies

Selected Accomplishments:

* Business Development: Strong Distribution expansion by establishing a strong rapport with channels, improved the channels revenue by over 25% through various sales / service program, implemented new formats for prospecting (Project Black-Book) that streamlined reporting functions that was implemented in other teams as well.
* Staff Development: Focused sales team effort on qualification of high-yield prospective customers as opposed to random customer capture thus improving average ARPU among the best in the circle, provided training and coaching that contributed 4 employees to move leadership roles.
* Relationship Building: Critical Channel Management to ensure excellent relationships with ARC’s, retail outlets, team / work group members which lead to the 25% Revenue growth.

Sales Manager - ING Vysya Life Insurance Co.; Dec’03 - May’05

* Developed a strong advisor team by Providing regular training and mentoring.

### Business Manager - HSBC DST Credit cards & Home Loans Sep'99 - Nov'03.

* Branch and channel operations with high productivity and profitability with efficient team of 40 Sales Executives & 9 Tele Marketing Executives.
* Ranked among the Top Teams in the Country with high retention rate.

Project Co-coordinator -Ishtar Decor (Dubai) Feb'99 - Aug'99.

A Reputed Interior Designing Firm with major contracts in U.A.E.

* Project management with a team of over 150 staff with 6 site Engineers reporting on the progress at various sites.

Branch Executive - A.V.Thomas & Co., Ltd. Aug'95 - Feb'99.

The only authorized stockiest for Philips Carbon Black Ltd. (an RPG Entp.) in south India.

* Managing operation for Andhra and part of Karnataka State.
* Recognized for developing operating budget for the Branch based on detailed forecasts which lead to 35% growth in Revenue.

**Qualification:**

MBA (Marketing), Indian school of Business and Management

Bachelor in Arts - Economics. Andhra University.

Post Graduate diploma in Total Quality Management.

Six Sigma – Yellow Belt Certified