PRANAYA KUMAR MISHRA

Mob: +918144448423, +919437162844, Email (id): pranaya1979@gmail.com

**SENIOR SALES, MARKETING, BUSINESS DEVELOPMENT & MANAGEMENT PROFESSIONAL**

**PROFILE**

A Senior Sales, Marketing, Business Development Leader as well as an overall management professional having **18 years** of experience in National Level-Enterprise/E-Governance/Direct/Corporate/Institutional/PSU/Govt./Channel Sales, Rich Expertise in B2B, B2C, B2G domains,Channel Distribution Network Management,Appointing Channel Partners, Channel Distributors &Retailers, Sales Planning, Sales Forecasting, Sales Strategies, Marketing,Operations, Tender/Bid Management,Corporate Relations,Collections, Brand Promotion,Key Account Management, Sales Administration, General Management, Large Team Management& Building, Leadership with excellent understanding of business dynamics and updated market knowledge combined with creative strategies.

**PROFESSIONAL EXPERIENCE**

* **NAME OF THE COMPANY : OSMOSIS & SWOSTIM IT Consulting Pvt.Ltd.**

**TENNURE : 1st May 2018 To 30th April 2021**

**DESIGNATION : Chief Executive Officer - CEO**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **SWOSTIM IT Consulting (Software Wing): Managing** the overall organizational functions, including all departments i.e. **Business Development, Sales** under **B2B, B2C & B2G** domain **& Pre Sales** of **software products** & **customized solutions,** **SAAS** based **software solutions**, **IT products**, **Cloud, Websites & E-commerce** Web sites, **Mobile Apps**, Marketing, Human Resource Management & Practices, Financial Management & Accounts, Administrative Activities, Software Development Department, and Collections.
* **Responsible** developing different **Strategies** and implementing them in different department levels, Liaoning with Govt. Departments, PSUs in Top level, Corporate in CXO level.
* **Responsible** for increasing the **profitability** by implementing several cost cutting strategies, enhancing sales, collections & delivery. Whole soul owner of the **P&L** of the organization.
* **Team Handling**, mentoring, motivating, and leading in different department wise. Regular reviews, reporting of all team members in department wise.
* **Sales Forecasting**, **Budgeting**, **Funding**, **Strategic Decision** Making in different issues as and when required department wise.
* **OSMOSIS (Electronics Wing): Managing** the overall organizational functions, including all departments i.e. **Business Development, Sales** under **B2B, B2C & B2G** domain **& Pre Sales** of Electrical & Electronics basis Hardware Products, Marketing, Human Resource Management & Practices, Financial Management & Accounts, Administrative Activities, Software Development Department, and Collections.
* **Responsible** developing different **Strategies** and implementing them in different department levels, Liaoning with Govt. Departments, PSUs in Top level, Corporate in CXO level.
* **Responsible** for increasing the **profitability** by implementing several cost cutting strategies, enhancing sales, collections & delivery. Whole soul owner of the **P&L** of the organization.
* **Team Handling**, mentoring, motivating, and leading in different department wise. Regular reviews, reporting of all team members in department wise.
* **Sales Forecasting**, **Budgeting**, **Funding**, **Strategic Decision** Making in different issues as and when required department wise.
* **NAME OF THE COMPANY : Swash Convergence Technologies**.Ltd

**TENNURE :** 3rd February **2017** to 07th November **2017**.

**DESIGNATION : Vice President –** Sales & Marketing **(B2B, B2C)**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **Managing** the **Business Development & Sales** in **PAN India** Level catering **B2B & B2C** domains with a vital responsibility of **P&L**, **Large Team Handling** Region Wise, Taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible Enterprise & Channel** **Sales** in **PAN India** Level with proper **Sales Forecasting & Planning**.
* **Responsible** for increasing the sales of different **Product Based Software, Microsoft based ERP** and **Open Source ERP** including Microsoft Windows **Azure** as **Cloud**, **Mobile Apps**, **Web portals, IT products**, including **E-commerce** web sites, **SAAS** based software solutions through proper strategies putting proper regional market dynamics.Examples of products (Ken Campus, Ken ERP, Ken HRMS, Ken Medics, Ken RMS, Ken Cloud, Ken Hotel etc..)
* **Appointing Channel Partners,** **Channel Distributors & Retailers** **PAN India** level for the Channel Sales Operations.
* **NAME OF THE COMPANY : Luminous Infoways** Pvt. Ltd

**TENNURE :** 1st**December 2014** to 2nd**February 2017**.

**DESIGNATION : General Manager** – Sales & Marketing **(B2G & B2B)**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **Managing** the **Business Development & Sales** in **PAN India Level** catering **B2G & B2B** domains with a vital responsibility of **P&L**, **Large Team Handling** Region Wise, taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible** for **Govt. & Enterprise** **Sales** in **PAN India** Level with proper **Sales Forecasting, Planning** and properly monitoring the **Bidding / Tender**.
* **Responsible** for increasing the sales of different **Product Based Software**, **Open Source ERP (ODDO),** **E-commerce web sites**, **Mobile Apps, IT products, Cloud, SAAS** based software solutions through proper strategies putting proper regional market dynamics for both Govt. & Enterprises.Examples of products (Smart Office, Meeting Tracker, E- Blood Bank, E-Nirman, Project Monitoring Solution, E-Hospital Implementation etc..)
* **Establishing** the proper network & relationship with different Govt. Institutions (Central/State), Nodal Agencies (ex. NIC/OCAC/ISL), PSUs, and Private Enterprises in Top Bureaucratic, Political, Top Management & CXO level.
* **NAME OF THE COMPANY : OnProcess** Technology India Pvt. Ltd.

**TENNURE :** 3rd**January 2011** to 25th**Nov 2014**.

**DESIGNATION : Associate Director** – Sales **(B2B)**

**JOB RESPONSIBILITIES**

* **Managing** the **Business Development & Sales** in **PAN India Level** catering **B2B** domains with **Team Handling** Region Wise, Taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible**for **Enterprise Sales** in Northern, Eastern, Central & Southern India with proper **Sales Forecasting, Planning**.
* **Business Development & Sales** with Corporate/Industries/Service Sectors related to **SAAS** and **Cloud** based **SAP Ariba a (Spend Management based Software Solution forSourcing & Procurement), IT products.**
* **Establishing** the proper network with MDs, Directors, CEOs, CFOs & all other senior level management (CXO).
* **NAME OF THE COMPANY : NICCO Ventures Ltd.**

**TENNURE :** 14th**December 2006** to 23rd**December 2010**.

**DESIGNATION : State Head (B2B & B2C)**

**JOB RESPONSIBILITIES**

* **Managed** the **Business Development** in **Odisha, Jharkhand, Chhatisgarh, Andhra Pradesh** catering both **B2B & B2C** domains with **Team Handling**, Taking care of day to day BD reporting, administrative activities, Branch Management& review of the team.
* **Responsible** for Relationship Management, Networking & Nurturing with **Universities**, **Engineering Institutions, Management Institutions** for Campus Services & Solutions (Campus Programs/Training/Assessment), with Corporate for PDP Psychometric Test.
* **Responsible** forDirect **Sales & Business Development** of **Retail Training Programs**.
* Managed Campus Planning, Management & Delivery (Central or Zonal, as & when required). Assessment / Training implementation (As & when required).
* **NAME OF THE COMPANY : ICFAI - PDD**

**TENNURE :** 3rd**May 2004** to 13th**December2006**.

**DESIGNATION : S.S.O (B2B & B2C)**

**JOB RESPONSIBILITIES**

* + **Driving Educational Marketing** efforts & handling the selling of different programs (professional educational programs/ courses; other educational programs) by**(a).**Finding out prospective candidates, meeting them & providing them brief knowledge about diff. courses /facilities offered by ICFAI & convincing them for enrollment. **(b).** Finding the candidates by visiting various corporate and institutions & conducting effective presentations across premier institutions of Orissa.
* **Driving** the initiation of development work for students under ICFAI Flexible Learning Program & handling the marketing of ICFAI – Andhra Bank Student Credit Card (Joint Venture With Andhra Bank).
* **Acting** as the Academic Head for conduction of different classes under different courses under DLP mode.
* **Leading** the **Brand Promotion/ Advertising** activities, conducting **Seminars**, **Events Management** in Orissa, ensuring provision of After Sales Services & taking care of students by solving their problems regarding their academic session (Training Classes, I-Card, Admit Card, Courseware, E-Learning Packages, PDCs, DDs, etc).
* **NAME OF THE COMPANY : LUMINOUS** Electronics Ltd.

**TENNURE :** 15th**September 2001** to 14th**September2002**.

**DESIGNATION : Executive** – Sales & Marketing **(B2C)**

**REPORTING AUTHORITY : Area Sales Manager.**

**JOB RESPONSIBILITIES**

* Responsible for Identifying / networking with reliable dealers, resulting in deeper market penetration and wider market reach. Ensured coordination among dealer & company for smooth process efficiency.
* Drove sales efforts across Bhubaneswar/ major districts of Orissa for attainment of periodical targets with a view to optimize revenue from primary/ secondary and achieve business excellence.
* **Gave** presentations in Govt. Sector/Institute/University/Corporate for product approvals & business generation efforts.

**FREELANCING PROFESSIONAL ASSOCIATION:**

* Was Associated with KIIT University in a **Freelancing** mode as Lead – CR for corporate relations activities (Nov 2014 - Sep 2015).
* Associated with several companies and start ups like: Flash Deal, Learnitude Technology, E-vidya, LimeLi8 Events, falling under ecommerce, Software, E-learning & Events industry in a **Freelance Business Advisory Mode**.

**EDUCATIONAL CREDENTIALS**

**MASTERS DEGREE PROGRAME : MBA** (Marketing& Systems)

**TENNURE : 2 Years Full Time (2002 – 2004)**.

**NAME OF THE INSTITUTTE :** Institute of Business & Computer Studies, Bhubaneswar.

**NAME OF THE UNIVERSITY :** Utkal University, Bhubaneswar, Orissa.

**BATCHELER DEGREE PROGRAME : BE** (Computer Science & Engineering)

**TENNURE : 4 Years Full Time (1997 – 2001)**.

**NAME OF THE INSTITUTTE :** National Institute of Science & Technology, Berhampur.

**NAME OF THE UNIVERSITY :** Berhampur University, Berhampur, Orissa.

**IT SKILSS :** Windows OS, MS – Office, Sales Force, Zoho, Microsoft CRM, SAP Ariba, SAP

**PERSONAL INFORMATION:**

Date of Birth : 20-12-1980.

Father’s Name : Late. Shri.Krishna Chandra Mishra.

Mother’s Name : Smt. Sakuntala Mishra

Language Proficiency : English, Hindi, Oriya, Bengali.

Nationality : Indian.

Marital Status : Married

Passport : Available.

Permanent Address : Plot No – 29,

At – Jagamohan Nagar,

Lane R – 3, Post – Khandagiri,

Bhubaneswar – 751030,

Dist – Khurda, Odisha.

Mobile No. (P) – +918144448423 / +919437162844

E-mail : pranaya1979@gmail.com

Reference : Mr. Diptee Ranjan Ojha (Founder &Director – SWOSTIM & OSMOSIS)

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Mr. Anil Kumar Dash. Head – HR (RCM)

E\_Mail: [anil.d@rcm.ac](mailto:anil.d@rcm.ac)

Mob: +919937459698

**Declaration:** I declare the above information is true to best of my knowledge.

Date: . .2021

**Pranaya Kumar Mishra**

Place: Bhubaneswar. (B.E, MBA)