

Vikram Singh

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Summary

Seasoned professional with over 20 years of experience in sales, marketing & training functions with capabilities in setting up and operationalising new business units with scalable models. I have aggregated experience across sectors that include edtech, consumer durables and insurance. My enriching experience in these dynamic industries has helped me develop an expertise to achieve revenue and business growth objectives even in highly competitive environments by formulating and successfully implementing highly focused customer success strategies. As a leader, I have been successful in building, training, leading and motivating considerably large teams towards achieving organisational growth. My recent stint as a co-founder of a start-up have helped me experience the nuances of kick-starting business, providing me a granular view of requirements and details involved in the exercise.

Professional History

4Pillar Education: Co-founder & Independent consultant

Sep 2019- Till date

Co-founded the company with an aim to provide IT and ERP solutions to schools and corporates. Was successful in taking the project to product testing and pilot launch stage.

Extramarks Education India Pvt. Ltd.: Vice President (Pan India Role)

May 2011- Aug 2019 (*Joined as Regional Manager - North India*)

Spearheaded setting up and growth of various divisions that include B2B Smart Class (North India Market), B2C coaching and School Integrated program at Pan India Level.

Responsibilities:

- Overseeing revenue and operations at Pan India level for Coaching and School Integrated Program divisions and at North India level for Smart Class division
 - Identifying opportunities for network expansion and expanding market along with accordingly formulating and implementing sales strategies for business growth
 - Designing and implementation of strong and aggressive sales & marketing strategies with an aim to rapidly increase market share for the company
 - Managing a team of 340+ professionals all over India
 - Entrusted with the recruitment & training of professionals
 - Responsible for conducting competitor analysis by keeping abreast of market trends & competitor moves, market presence, providing inputs for fine tuning the selling-marketing strategies
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Edurite (Sikkim Manipal): Regional Manager-Edtech Solutions Sales (North)

Aug 2010-May 2011

Responsibilities:

- Lead the sales process from initial client contact through transition contract signing, project execution, and contract renewal
- Lead the team of around 60+ sales professionals across five states in North India
- Met and exceeded aggregate sales target for the region

Reliance Insurance: Branch Manager

Aug 2009-July 2010

Responsibilities:

- Supervised the business development, team management and training
- Handled a team of over 20 professionals and 100+ agents
- Built and managed the insurance agent network model in the assigned territory

The Times of India Group (Times music): Deputy Chief Manager

Sept 2004-July 2009

Responsibilities:

- Reported to Country Business Head
- Role called for managing company's business as a Profit Centre Head, managing sales & distribution channels and prominent Corporate of North Region
- Responsible for strategizing sales & marketing plans towards meeting profit, revenue and market share objectives of the company
- Handled digital content (VAS)
- Responsible for handling 5 states & team of 25 professionals

India Today (Music Today): Asst. Manger- North

Jan 2000-Aug 2004

Responsibilities:

- Built new business partners to expand product reach in the market and coordinating with the dealers to assist them to promote the product
- Lead, trained & monitored the team of 4 Executive, dealers & stockiest to ensure efficiency in business operations and meeting of individual & group targets

Eureka Forbes: Sales Representative

Nov 1997-Dec 1999

Responsibilities:

- Responsible for selling products like Aqua Guard
- Responsible for achieving sales targets every month

Education/Qualification

Certification course in Affiliate Marketing, eMarketing Institute (Completed in May 2020)

Certification course in e-Commerce, eMarketing Institute (Completed in April 2020)

Professional Diploma in Training, ISTD – Delhi (2014-2015, project pending)

Professional Diploma in Sales & Marketing, AIMA (1996 – 1997)

Masters in Marketing (Distance Learning), Pondicherry University (1998 – 2000)

Bachelors of Arts, Delhi University (1992 – 1995)

References

Available on request