

Jose Joseph

Sales Leader | Revenue Growth Strategist | Channel Development Expert | IoT & SaaS Sales
+91 96 1933 7207 | searchj@outlook.com |

Professional Summary

Dynamic and results-oriented sales leader with 19+ years of experience driving revenue growth, building high-performing sales teams, and expanding market share across SaaS, IoT, and hardware industries. Proven track record of delivering consistent results, even in challenging markets, with a focus on strategic partnerships, channel development, and customer-centric solutions. Adept at crafting and executing Go-To-Market (GTM) strategies, optimizing sales processes, and fostering long-term client relationships. Recognized for achieving 125% of annual sales targets and growing business portfolios exceeding \$2.5M annually.

Core Competencies

- Partner Ecosystem creation and enhancement
 - Revenue Growth & Market Penetration
 - Strategic Sales Planning & Execution
 - Channel Management & Partner Ecosystem Development
 - B2B & B2C Sales Strategy
 - IoT, SaaS, and Hardware Sales
 - Team Leadership & Sales Enablement
 - Customer Relationship Management (CRM)
 - Sales Process Optimization
 - Cross-functional Collaboration
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Professional Experience

MyValuePack Retail (Locate365)

Global Head of Sales and Marketing | May 2022 – Present

- Drive global sales strategies, achieving consistent revenue growth across India, MENA, and Southeast Asia.
- Build and Manage Strategic Alliances with **CXO**-level stakeholders, Business Principals, Resellers, and expanding the partner ecosystem.
- Develop and execute Go-To-Market (GTM) strategies, including product launches, channel development, and end-client engagement forums.
- Oversee sales operations, ensuring alignment with organizational goals and maximizing financial performance.

Omnicom Fuel Technologies

Head of Strategic Alliances and Partnerships | August 2017 – May 2022

- Built and managed a robust Value-Added Reseller (VAR) ecosystem, contributing **45% of India's regional sales**. Managing Partners across South East Asia and MENA regions
- Upon joining the organization expanded the VAR network in the Western Region from **2 to 14 within one fiscal**, driving significant revenue growth.
- Pioneered entry into new verticals (Infrastructure, Ports, Mining), establishing Omnicomm as a key player in the Fuel Telematics solutions space in India and SEA.
- Collaborated with pre-sales and post-sales teams to deliver value-driven customer solutions, ensuring **100% partner and customer satisfaction**.
- Developed competitive positioning strategies and key win messages to enhance market share.

Aircel Ltd

Head of Modern Trade & Retail Business Channel | May 2010 – May 2017

- Led Modern Trade and Retail business segments, achieving **125% of annual operating plan (AOP) targets** consistently.
- Managed distributor-owned (DODO) and franchisee-owned (FOFO) channels, driving prepaid activations and recharge revenues.
- Implemented innovative projects like **MARG** (Market Acceleration for Revenue Generation) and **RAMP** (Revenue Achievement through Market Penetration), recognized for enhancing sales performance.
- Introduced customer-centric initiatives like **ACE Help Desk** and **Dost Buddy Program**, improving retention and employee engagement.
- Optimized channel performance through robust training programs, trade servicing, and ROI-focused strategies.

Partner Consulting & Resources

Zonal Head - Consulting | August 2008 – April 2010

- Provided strategic consulting services to clients, focusing on sales optimization and channel development.

Aditya Birla Minacs

Manager - Quality and Training | July 2007 – August 2008

- Oversaw quality assurance and training programs, ensuring high standards of customer service and operational efficiency.

Idea Cellular Ltd

Manager - Retail Business and Backend Management | October 2004 – June 2007

- Managed retail operations and backend processes, driving sales and customer satisfaction.

BG Broadband

Online Retail Business & Customer Service Manager | April 2002 – September 2004

- Led online retail operations and customer service teams, ensuring seamless service delivery.

American Express

Analyst - Claims Review & Project Champ | October 1996 – February 2002

- Managed claims review processes and contributed to key projects, enhancing operational efficiency.
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Key Achievements

- **Revenue Growth:** Managed business portfolios exceeding **\$2.5M annually**, achieving consistent growth despite pandemic challenges.
 - **Channel Expansion:** Increased VAR network from **2 to 14 in one fiscal year**, contributing **45% to regional revenues**. Topping Channel Expansion gains globally.
 - **Award-Winning Projects:** Recognized for **Project MARG** and **Project RAMP**, driving incremental revenues and market penetration.
 - **Customer Retention:** Implemented **ACE Help Desk** and **Dost Buddy Program**, improving customer retention and employee performance.
 - **Process Optimization:** Introduced **Avoidable Reference Module (ARM)**, reducing complaints and improving first-time resolution (FTR) rates.
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Education & Certifications

- **PGDM** | IGNOU | 2009
 - **B.Com** | South Gujarat University | 1996
 - **ITIL V3 Certification**
 - **Leadership Training for Young Leaders** | CEMD – SIES Institute
 - **Call Centre Management – CMS Gold** | Avaya Global
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Skills

- Strategic Sales Planning & Execution
 - Revenue Growth & Market Penetration
 - Channel & Partner Management
 - CRM & Sales Automation Tools
 - Data-Driven Decision Making
 - Customer-Centric Solutions
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Trainings Attended

- Going the Extra Mile in Customer Services (GEMS) | Aircel Ltd
- Selling for Success | Aircel Ltd
- Customer Sensitivity & Customer First | Idea Cellular Ltd
- FCR – Latest Trends and Challenges | Avaya Global & Wipro