**Vikas Kukreja**

**Senior Program Manager**

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**Executive Summary**

* A result oriented professional with 9 years’ of experience in Business development, Pre-sales, Program management & BD in IT Industry.
* Experience in generating new business and maintaining relationship to gain more business from old customer.
* Train people and manage to get the highest level of productivity.
* Worked closely with various project stakeholders, staff to understand and document business requirements.
* Expertise in selling in international market like ASEAN, UK, US.
* Expertise in MS-Office (Word, Excel, PPT).

**Academic Credentials**

* **MBA – Marketing**

Modern College, Pune University, Maharashtra

* **PGDFT –** Modern College.
* **B-com**

Nagpur University

* **H.S.C** (Commerce) Maharashtra Board
* **S.S.C** (General) Maharashtra Board

**Core Competencies**

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| --- | --- | --- | --- |
| Team Management | Customer Service | Market Research | Pre-sales |
| Lead Generation | Key Account Management | Sales Management | Advertising |
| New Business Development | Competitive Analysis | Market Analysis | Online Advertising |

**Domain Knowledge**

**Web Applications, Mobile Applications, IT Products, Digital Marketing**

**Organisational Experience**

**TSL Consulting Pvt. Ltd. – Pune, India**

**3 Months – May 2016 – Present’**

**Senior Program Manager**

***Responsibilities:***

* To lead a team of program managers and specialists for the company’s lead generation, database/research/ profiling functions and deliveries of any new service/ product offerings that the company might introduce.
* Be responsible for all of the company’s client deliverables and SLA achievements across geographies such as North America, EMAE, UK, APAC, India etc.
* To support the company’s strategic targets by driving all the operational functions to meet/exceed defined objectives.
* To effectively manage all operational resources in order to maximize growth and revenue potential.
* Effectively implement and manage customer programs across global markets in are such as lead generation, database development, profiling, research etc, as per program profile.
* Build an effective and motivated operational team that will be deployed on client programs.
* Working as a pivot to build strong and effective operational team that will be focused on meeting/exceeding customer deliverables and SLA commitments.
* Establish working processes and practices which will facilitates efficiency and high productivity in delivering on program SLA commitments.
* Developing and maintaining strong relationships with existing and potential clients.
* Encourage and facilitate innovation for continuous improvement at all levels within the operations.
* Identify, create and implement training programs across the teams depending on the requirements.
* **Projects Undertaken:**

*Adobe, Anushree Industries, CISCO.*

**Co-Founder at ShopDiaries.in**

**2 years 4 months Jan ‘2014 – April 2016’**

Responsibilities: Responsible for creating, Implementing and measuring the success of a comprehensive marketing, Communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public, Facilitate internal and external communications; and, all Organization marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth.

* To lead and develop the strategies which results in high returns and at the best possible spending.
* To lead and oversee the implementation of company's long and short term plans in accordance with its strategy.
* To ensure the Company is appropriately organized and staffed and to have the authority to hire and terminate staff as necessary to enable it to achieve the approved strategy.
* To ensure that expenditures of the Company are within the authorized annual budget of the Company.
* To ensure effective internal controls and management information systems are in place.
* To ensure that the Company maintains high standards of corporate citizenship and social responsibility wherever it does business

**Bluecoresys. – Pune, India**

**2 Years – Jan ‘2012 – Jan 2014’**

**BD- Project sale & Management**

* Prospect for potential new clients and turn this into increased business.
* Initiate the calls from leads provided and ensure a robust pipeline of opportunities.
* Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
* Participate in pricing the solution service.
* Articulating the proposal to potential clients by understanding the specific requirements and a research on the technology expected.
* Follow-up with Clients which are in pipeline also managing the discussing the ongoing projects with old clients.
* Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
* Use a variety of styles to persuade or negotiate appropriately.
* Close the deal and handover to development team and connect client with Business Analyst, Designer and Developer
* Training the new employees as per the requirements.
* Plan approaches and pitches.

**Clients worked with:**

*Zockster, Beveragepartdepot, Davidwaters,* *liveinwonder.com,* *circuskaput.com.*

**Marketing Intern at Godrej Boyce & Mfg Ltd [Internship]**

**May 2011 - July 2011 (3 months)**

Project Title: Comparative study of Godrej vending machine in the territory of Nagpur Responsibilities:

* Generate Leads and meet the corporate for sales of vending machine
* Report to Manager in HQ about the sales and requirements of clients.
* Managing and helping franchise to make good sales.
* Recruiting more people on board for same profile.
* Training the interns and helping them to meet the company expectations.

**Trainer at Chester [Part Time]**

**February 2009 - July 2009 (6 months)**

Responsibilities:

* Involved in training students to a level where they can get recruited in call centre.
* Train students for soft skills.
* Reporting manager for the progress of students.
* Conducting extra-curricular activities to keep the office culture live and conduct seminars for all other batches.

**Kreative Outsourcing Services Private Limited**

**2 Years 8 months – Jan ‘2008 – August 2010’**

**Business Development Executive**

* Develop new business via telephone and email to introduce the Product and identify appropriate buyers within the target market.
* Generate &amp; Manage data for new and prospective client Prepare and analyze sales pipeline reports and dashboards.
* Met all customer call guidelines including service levels, handle time and productivity.
* Assumed ownership over team productivity and managed work flow to meet or exceed quality service goals.
* Identify key buying influencers within these prospects to determine budget and timeline.
* Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.
* Developed highly empathetic client relationships and earned a reputation for exceeding service standard goals.
* Maintained up-to- date knowledge of product and service changes

**Customer Service Representative at Telegenisys**

**January 2007 - December 2007 (1 year)**

Responsibilities:

* Locating and retrieving medical records on insurance applicants by calling medical facilities.
* Verifying the applicant information.
* Negotiating the medical fees and the expedition of the records.

**Achievements**

Headed the M-pulse event - The national-level techno-management fest of PES Modern College of Engineering consists of various events which test the potential of the students and bring out the best in them.

Founder of Arv-Neeti event -Is an event for students to test their management and entrepreneurship skills

Placement Team- To get companies to colleges and placement for each and every students belonging to all different filed Marketing, Finance, IT & Operations.

**Personal Profile:**

Father’s Name : Jaswant Kukreja

Nationality : Indian

Marital Status : Married

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| --- | --- | --- | --- |
| **Languages** | **Read** | **Write** | **Speak** |
| English |  |  |  |
| Hindi |  |  |  |
| Marathi |  |  |  |

Languages Known

Permanent Address : Sindi Camp, Kalmana Road, Kamptee, Nagpur

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Date -

Place - Pune