

## **Dheeraj S. Sharma**

**Date of Birth:** 29<sup>th</sup> May, 1983.

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### **Personal Mission Statement**

Achievement-driven professional targeting assignments in **Sales & Marketing/ Business Development** with an organization of repute in **India or Abroad**

### **Profile Summary**

- Result-oriented Professional with over 6 years of experience in Business development, Sales and Marketing, Channel & Dealer Management and Customer Service
- Expertise in forging new relationships for mutual benefit in B2B environment
- Relationship Manager with exceptional relationship building skills through customized products in B2B environment
- Exceeded targets and increased market share due to keen ability of understanding client and geography specific needs and implementing solutions
- Expertise in exploring and developing new markets through appointing and supporting channel partners, Business development, brand promotion and efficient stakeholder engagement, thereby, accelerating growth and achieving desired sales

### **Core Competencies**

- Sales & Marketing
- Business Development
- Revenue Generation
- Client Relationship Management
- Dealer and Distributor Management
- Competitor's Analysis
- Strategic Management

### **Business Exposure**

- **Mahindra & Mahindra Ltd. ( February, 2015 – Till date)**  
Zonal In charge – West and Central Zone – Channel & Retail Finance  
**Job Description:**  
In charge of Channel & Retail finance for West and Central Zone comprising of 5 states, Managing and supporting a team of more than 30 employees spread across a vast geography, Ensuring conversion of Key Accounts (Big fleet Customers), Approaching and forging new relationships with financial institutions, Negotiating, Finalizing and implementing tie-ups with various leading Banks and Financial institutions for ensuring availability of Channel finance for dealers and Retail finance for customers, Maintaining relationships with various banks and financial institutions, Resolving any concerns or disputes with Financiers, Organizing various engagement activities for financiers, Ensuring smooth flow of business at dealerships by helping them in optimum working capital management, Analysing Competition's actions and developing and implementing counter strategies
- **Cholamandalam Investment & Finance Company Ltd. ( August, 2014 – Dec, 2014)**  
Area Manager – Geo with 3 branches and a team of 30 employees  
**Job Description:**  
Managing performance of 3 branches, Managing a team of 30 employees, Recruitment of new employees and retention of existing employees, Maintaining relationship with Manufacturers, Dealerships & channel partners, Empanelling new dealers for business development, Ensuring Superior Service to both dealers and customers, Planning and conducting Sales promotion and Direct marketing activities in the area, Managing profitability, Sales and recovery in the Area, Credit Appraisal, Maintaining a healthy product mix and portfolio, Analysing Competitor activity and helping in product development to maintain competitive edge, Ensuring adherence and strict implementation of Company policies, Client Servicing and playing the role of H.R. & Administration head for the entire area.
- **Mahindra & Mahindra Financial Services Ltd. ( June, 2011 – August, 2014 )**  
Worked as an Area Business Head in the Operations Department  
**Job Description:**  
Worked as an Area Business Head with 8 branches reporting to me, Managing Branch performance, Maintaining relationship with Dealerships, Lead Generation and Acquisition, Credit Appraisal and Client Servicing
- Also worked for Spanco Respondez BPO Pvt. Ltd. (Providian Bank's Sales Process), Epicenter Technologies Pvt. Ltd. (World Financial Network National Bank's Sales process) and Zenta (I) Pvt. Ltd. ( Chase Bank's Sales process )

### **Summer Internship**

**Duetche Bank (May 2010 – June 2010) 2 months**

**Project Title: Prospecting for Loan Products (for HNI's)**

**Project Description:**

- Prospecting HNI's for Duetche bank's loan products
- Developing new strategies for generating new leads

## Projects & Initiatives

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- Have single-handedly and successfully ensured tie-ups with leading banks of India like HDFC, ICICI, Kotak and Yes Bank for funding our product which is relatively new in the market and have also ensured that our company's products are funded at par with the competition, which was not the case in the past
- Have played a major role in increasing the Market share of our company's product as well as in 40% YOY growth in our sales in West (35% growth ) and Central zone (70% growth)
- Successfully headed the team which was exclusively financing Mahindra & Mahindra's new XUV 500 in Mumbai
- Conducted various Direct Marketing events for promoting the products of Mahindra & Mahindra Financial Services Ltd.

## Positions of Responsibility

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- Currently, in charge of Channel and Retail Finance for West and Central Zone (Gujarat, Maharashtra, Madhya Pradesh, Chattisgarh and Goa)
- Was in charge of business and profitability in Cholanmandalam for the entire Geography from Andheri and right up till Gujarat border with a team of 30 employees.
- Worked as an Area Business Head – Auto Sector with 8 branches reporting to me
- Was chosen to head the Mumbai team for exclusively financing Mahindra & Mahindra's new XUV 500

## Academics

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Course	Institute & University
M.M.S. (Marketing)	Welingkar Institute of Management, Mumbai University
B. Com.	Gokhale College , Mumbai University
H.S.C.	Gokhale College , Maharashtra State Board
S.S.C.	Himalaya High School , Maharashtra State Board

## Extra Curricular Activities & Interests

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- Playing Cricket
- Reading Books