**ALOK GUPTA**

Mobile: 09999993124 ~ E-Mail: alokfirst@yahoo.com

**OBJECTIVE**

* To find a challenging Middle Management Position for a rapidly growing organization with national footprint where I can utilize my operational and direction setting strengths to produce time bound, exceptional results.

**CAREER CONSPECTUS**

* A dynamic professional with **14 years** ofexperience in Business Development, Management Information, Operations, Customer Handling & Projects Management.
* Skilled in handling management reporting for facilitating achievement of organizational objectives and ensure profitability of operations.
* Possess excellent communication, interpersonal, people management, relationship management and analytical skills; ability to take holistic approach for solving problems.

**Key Skills**

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| * **Project Planning and Execution** | * **Partner Account Management** |

**Microsoft India Pvt. Ltd. Since ‘Sep 2015**

**Teamlease Services Pvt. Ltd. (PAM – Local OEM’s)**

**Accountabilities:**

* Drive Windows Devices Sales though Local OEM partners.
* Own implementation of OEM’s marketing initiatives. Generate marketing opportunities and develop competitive marketing campaigns which focus on the value Microsoft products bring to partner and the channel. Stay informed on partner’s intended investments, goals, plans and activities and align with Microsoft marketing goals, plans and activities
* Business and market insights. Proactively monitor progress against business objectives and identify, manage and escalate (when needed) any roadblocks, conflicts, demand spike, gap/need in portfolio or an Apple/Android compete threat. Participate in segment opportunity review meetings to discuss competitive strategies and create action plans. Proactively address and respond to competitive opportunities leveraging internal competitive intelligence.
* Continuous business learning and professional growth Build overall general business acumen to engage in discussions with line of business executives (business publications, analyst reports, etc.). Research, localize and execute applicable best practices to increase impact on local business. Develop and maintain an understanding of Microsoft products and how they are relevant to your partner's business. Build expertise in presenting key Microsoft device selling strategies.
* Based on the market learnings work with OEM’s in creating product portfolio. Collaborate with the Microsoft CTE and China/Taiwan ODM’s to design and Manufacture the devices to meet the local OEM requirement.

**Choix Feb '15- Sep ‘15 A P3S Venture Group (Retail Business Head)**

**Accountabilities:**

* Identification of new APR (Apple Premium Reseller) & AAR (Apple Authorised Reselller) location after doing the complete market study and presenting feasibility report for Apple products.
* Conceptualising, designing of the new Apple authorised reseller stores at Rohini, Janak Puri & Greater Noida.
* Monitoring vendors in creating the Showroom lay outs drawings, creating the fixtures, & ensuring the final delivery as per the 2D & 3D drawings.
* To clear all EOL (End of Life) and seconds stock of Mobile phones with bulk buyers & create a permanent channel.
* Taking care of online Business operations & maintain competitive pricing by offering online schemes and offers.

**Kingtech Electronics India Private Limited Oct’10 – Feb’14**

**G’five Mobile (MIS Manager)**

**Accountabilities:**

* Defining, documenting, testing, deploying and measuring mobile products throughout their life cycle proposing new initiatives for the mobile product roadmap based on the audience and revenue goals.
* Development of the MIS Tracking system for Channel / Trade partners to constantly monitor the business health.
* Establishing strategic alliances / tie-ups with financially strong and reliable partners, resulting in deeper market penetration and reach.
* Designing & implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.
* Works with HQ team for different business verticals and providing leadership role to help them execute plans e.g.
* Pricing decisions, New Products New Products development & Launch/Experiences, Retail Expansion, Distribution strategy.
* Launched the company exclusive brand stores at Karol bagh, Delhi & accomplishing operational revenues.
* To clear all EOL (End of Life) and seconds stock of Mobile phones with bulk buyers & create a permanent channel.

**Videocon Mobiles, Gurgaon Nov’09 – Sep’10**

**(Assistant Manager Sales)**

**Accountabilities:**

* Designing & implementing effective strategies to maximize sales and accomplishment of revenue and collection targets for the Assigned Territory.
* Determining the new the product launches - venue designing, events handling, briefing about the product and the launch theme.
* Developing several mid & large size customer base for clients identifying the opportunities in business plan & suggesting actions to achieve the same.
* Drive the strategy at respective area level to support the achievement of overall targets across primary, secondary and tertiary levels of distribution.
* Guiding the clients for the right investment period to boot the sales henceforth achieving growth
* Implement the training strategy in coordination with sales admin. Oversee & monitor the overall training and development needs for the respective area’s sales force.

**Motorola India Pvt. Ltd., Gurgaon Mar’05 – Oct’09**

**Manpower India (Sr. Executive)**

**Accountabilities:**

* Analyses competition moves and their impact on the market Quarters hence across the region in terms of Feature price proposition, Volumes, Distribution, ASP Monitor sales trends (Periodic averages, pattern, growth indicators, etc.).
* Managing regional teams / town distributors for tracking of town distributor stock & sales on a weekly basis & recognizing the grey areas like stock out situation, excess stock, target tracking, etc.
* Work with the Portfolio Planning team to devise accurate business case process through every phase of the product life cycle Liaising with Regional Team / TD's for tracking of town distributor stock & sales on a weekly basis & recognizing the grey areas like stock out situation, excess stock, target tracking, etc.
* Addressing the Ambassador Program - All India Employee Mobile Handset Scheme where annually 25K units of handsets are delivered.
* Enhancing the customer account penetration with various range of models by taking the inputs from Sales Team.
* Interaction with various Telecom regulatory like CIA, COAI, GFK, Telecom watch etc for adherence to the policies.
* Designed & effectively conducted PAN India Lucky Locket Consumer offer giving nearly 30% increase in Tertiary sales for Quarter III.

**University of Petroleum & Energy Studies, Delhi Aug’03 – Sep’04**

**(Senior Executive – Projects)**

**Accountabilities:**

* Responsible for handling business enquiries related to Institute programs, partner programs, sponsorship programs and specialized courses. Networking with Institutions and bodies for educational tie-ups.
* Handled the responsibilities of facility administration and centralized purchase for all the campuses of University.
* Successfully managed business plans and activities for promoting the Institute’s services and its courses.
* Organized nationwide seminars, workshops, exhibitions and conferences to generate awareness about various emerging areas and disseminating valuable information on different evolving issues.
* Achieved financial as well as operations targets by tracking and controlling unproductive usage of various resources.
* Responsible for marketing of training/education centers for promoting various graduate/under-graduate and post graduate programs pertaining to the Oil and Gas sector through franchise network.

**Amway India Enterprises, Delhi Jul’02 – Jul’03**

**(DCS Executive)**

**Accountabilities:**

* Resolving the critical customer issues pertaining to various business functions.
* Resolved complaints of non-delivery of Amway products and services, by rectifying distributor database (over 10 lakh records) in co-ordination with the IT department.
* Providing the needs of all departments for procurement of promotional material & gifts, trophies, etc.
* Initiated program that standardized employee training and led to increase in customer satisfaction.
* Rendering critical reports pertaining to distributions, logistics, vendors, distributor complaints & queries.
* Addressing vendors like India Today, Thomson Press for designing and procurement of printed material.
* Guiding new vendor development, ensuring competitive pricing, product quality, timely deliveries and excellent vendor relations.
* Effectively contributed in Distributor 2003 Renewal Offers 2003 resulting in retaining of 500000 distributors.
* Regrouping about 500,000 old distributor records for increasing sales and reducing the cost.
* Coordinating the event planning, venue selection & scheduling, brochure designing and media planning.
* Liaising with the regional and local offices of Amway for resolving distributor related issues.

**Summer Training May’01 – Aug’01**

**Amway India Enterprises, Delhi**

* Carrying out the enhanced systems and procedures for improved warehouse functioning and distribution.
* Steering efforts for facilitating increased efficiency and loss reduction.

**SCHOLASTICS**

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| --- | --- |
| * ***2014-2014*** | SAP- Sales & Distribution from Pioneer IT Guru, Canada |
| * ***2000-2002*** | Post Graduate Diploma in Business Management (MBA) from Sri Sringeri Sharda Institute of Management (Approved by AICTE – Govt. of India) |
| * ***1999-2000*** | Post Graduate Diploma in Computer Applications from CMC (Govt. Enterprise) |
| * ***1996-2000*** | BBA from Pondicherry University |
| * ***1996-1999*** | B.Com Delhi University |
| * ***1995-1996*** | Senior Secondary Education from New Delhi |

**IT Skills**

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| **Operating Systems** | MS-DOS, Windows98, UNIX, Windows NT. |
| **Web- Technologies** | HTML, VB Script, Java Script, ASP. |
| **Languages** | Basic, C, C++. |
| **Office Automation Suits** | MS-Word, MS-PowerPoint, Ms-Excel, MS-Access. |
| **Database** | SQL Server and ORACLE. |

**PERSONAL DETAILS**

Date of Birth : 14th December, 1977

Address : Block C, House No. 30, New Krishna Park, Najafgarh Road, New Delhi – 110 018