

SUMMARY

- 12+ years of rich professional experience in business development and product management for enterprise software, retail and insurance industries
- 10+ years experience in enterprise sales & key account management
- Developed & executed the Go-to-market blue print for in-house enterprise software solutions
- Deep understanding of enterprise sales process, from prospecting to deal negotiation & closure
- Demonstrated capabilities in assessing client needs, proposal design & proposal presentation
- Rich experience in product management, product marketing & new product launches
- Proven experience in building and leading high performance teams

WORK EXPERIENCE**QMR Labs Private Limited (May 2009 – Present)*****Co-Founder & Director – Business Development***

- Co-founded early-stage venture to develop IT-based analytics solutions for manufacturing industries
- Designed and developed Q-TECH, a Factory Operations Management System, with a best-in-class Business Analytics Tool for factory performance visibility and dash-boarding of KPIs & metrics (*Q-TECH includes most modules in a standard ERP application, except F&A module*)
- Acquired and managed 15+ clients across large organisations and SMBs
- Developed and executed the Go-to-market blue print for Q-TECH for F&B, FMCG, Pharmaceuticals and related industries
- Extensively marketed custom analytics solutions including advanced planning and optimisation, compensation planning and optimisation, process simulation and optimisation and predictive analytics solutions across industries (project and services companies)
- Engaged with C-suite executives to structure solutions for their specific business needs
- Developed partnerships with leading consulting and technology companies to increase sales reach
- Developed marketing collaterals & launched marketing campaigns to increase product recall
- Successfully implemented Q-TECH with 6+ leading companies, including large organisations & SMBs
- Led a team of 15+ highly skilled professionals for new client acquisitions and solution delivery
- Managed organisational planning, budgeting, P&L & resourcing to ensure y-o-y growth & profitability
- Working knowledge of SAP & Oracle Applications

Reliance Retail Limited (Apr'07 – May'09)**Manager (Home SBU)**

- Led the product category team for merchandise planning, sourcing and private labels roll-out
- Empanelled vendors and negotiated purchase terms to achieve target Gross Margins (40% +)
- Tracked product and vendor performance using KPIs and in-depth sales analytics
- Led a team of two for new product development and private labels' launch

Birla Sun Life Insurance (Aug'06 – Apr'07)**Product Manager (Retail)**

- Worked on the design & launch of new retail insurance products, Child Plan & Life Plan
- Developed and implemented marketing plan for Child Plan and Life Plan for internal sales channels

- Co-ordinated with in-house teams for timely completion of development & launch of new products
- Child Plan and Life Plan were the best selling products, achieving annualised target in the launch year

ICICI Lombard General Insurance (Apr'04 – Jul'06)**New Business Development Lead (FIG)**

- New Business Development for new logo acquisitions in the financial services sector
- Acquired 20+ new clients (Rs. 25 cr. portfolio premium) for multiple insurance products
- Elevated from Relationship Manager to New Business Development Lead after one year of joining
- As Relationship Manager, managed 20+ corporate accounts (Rs. 75 cr. portfolio premium) & deep mined them for new business

Cadila Pharmaceuticals Limited (Mar'03 – Mar'04)**Product Manager (Cardio)**

- Developed and rolled-out the marketing strategy & marketing plan for launch of new drug, Nodon
- Achieved annualised sales target of Rs. 6 Cr for Nodon in the launch year
- Product Management for 8 cardiac brands (Rs. 80 Cr. brand portfolio)
- Developed and launched marketing campaigns for 8 cardiac brands & tracked their sales impact
- Increased Envas sales (Rs. 50 Cr. flagship cardiac brand) by 5% on a q-o-q basis for 6-months
- Tracked brand & campaign performance using KPIs and product and competition sales analytics
- Led the West Zone Sales team to meet monthly product and total sales targets

Pharmacia & Upjohn India Pvt. Limited (June'00 – Mar'01)**Trainee Territory Manager (Delhi /NCR)**

- Was responsible for channel and institutional sales of in-house products in Delhi/NCR

EDUCATION

- **PGDM, Xavier Institute of Management, Bhubaneswar (2001 – 2003)**
 - Specialization: Marketing, Finance
 - Summer Internship: HDFC Bank
- **Bachelor of Pharmaceutical Sciences, Birla Institute of Technology (MESR A), Ranchi (1996 – 2000)**
 - Summer Internship: Central Drug Research Institute, Lucknow

ACHEIVEMENTS

- Selected by CEO's Office to lead the launch of Home Specialty Stores at Reliance Retail
- Selected as the Product Co-ordinator of New Product Committee (Senior Management team) at BSLI
- Special recognition by senior management for maximum new client acquisitions at ICICI Lombard GIC
- Special recognition by senior Management for successful Nodon launch & target achievement at CPL

KEY SKILLS

- New Business Development & Relationship Management
- Solution Design

- Team Management
- Strong Analytical and Negotiation skills
- Excellent Presentation skills

INTERESTS

- Reading
- Travelling