**AMAN SONI**

**India | DELHI- NCR | Cell: +973 - 38408720 | Direct: +973 17561838 | E-mail:** [**amansonivirgo@gmail.com**](mailto:amansonivirgo@gmail.com)

**Emerging & High-Growth Environments / Application and Infrastructure Technology/ India (North). & Middle East Experience**

**RESUME SUMMARY**

An accomplished Technology Sales professional with 9 years of experience in Business Development, Sales, Strategy and Operations. Charismatic and articulate speaker, team builder, change catalyst and crisis Associate who readily builds trust among all internal and external stakeholders, including Vendors, Customers and Financial Community.  
  
Have worked in Commercial and Govt business environments across the industry verticals in Indian Market and have good understanding of different market dynamics. Highly connected at senior management level (CXOs) of large Indian/MNC companies. Developed Sales plans, over-achieved numbers and delivered steady growth year after year for Various Organizations.  
  
Have demonstrated expertise on software products & services business, understood technologies and talked across domains. Extensive exposure to challenging business environments is completed by Master Degree Focused on Marketing Management.

**ACHIEVEMENTS**

* Initiated the North India sales effort @ AstroWix, leading the initiative, resulting in a pipeline of $**3M in 1 year and closure of $1.2M, within 2 years.**
* Awarded Star Performer HCL Tech for **Q3-FY10, for increasing the revenue base from $100,000 to $500,000, within 2 quarters**

**PROFESSIONAL EXPERIENCES**

**Company: Computer World WLL**

[**www.cwbah.com**](http://www.cwbah.com)

**“Computer World** is one of the largest pure-play Systems Integrator in the Kingdom of Bahrain (GULF) and was recognized as the Microsoft & Several other Technology Country Partner for several Years in row ".

**Sales Manager- Services Business –Dubai & Bahrain (Feb 14 – Present)**

Roles and Responsibilities (Assigned but not limited to):

* Building Services Sales practice for Dubai & Bahrain Market by strategizing GTM concepts to achieve top line & bottom line goals
* Sales Achievements, Key Account Management, Product Management (Microsoft), Solutions Evangelist for Large Enterprises & Public Sector

**Company: MICROSOFT CORP INDIA PVT LTD**

[**www.microsoft.com**](http://www.microsoft.com)

**Account Manager-North India, Govt and Healthcare Business –Gurgaon, India (May 12 – Feb, 2014)**

Helping Government to "RUN BETTER". Working in the fields of Computerization of Government to Government and Government to Citizen [Applications](http://www.linkedin.com/profile/view?id=17555718&trk=nav_responsive_tab_profile).  
Ensure to build strong Citizen and Government relationship. Manage Government Framework Agreements.

**Roles and Responsibilities (Assigned but not limited to):**

* Responsible for driving MS Business in state government departments and assigned PSU from the North and East territory.
* Working with Consultants, Agencies in driving run rate and MMP projects across various states.
* Work with local state government and Sr government official to create demand of strategic solutions for Microsoft.
* Identifying the strategic partners and SIs to penetrate into the targeted Govt. entities.
* Creating long term alliances with government specific Partners like HCL, Trimax, AGC, TCS, Infosys, Wipro and many more.
* Driving marketing programs to create awareness and demand for Microsoft set of solutions and also leveraging internal marketing resources to increase the funnel.
* Top priority states & Customer are Delhi, Haryana, Punjab, Max Healthcare, AIIMS
* On the payrolls of Bertelsmann Marketing Services India

**Company: HCL Technologies Ltd.**

[**www.hcltech.com**](http://www.hcltech.com)

HCL is a $6.2 billion leading global technology and IT enterprise comprising two companies listed in India - HCL Technologies and HCL Info systems. Founded in 1976, HCL is one of India's original IT garage start-ups. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 79,000 professionals of diverse nationalities, who operate from 29 countries including over 500 points of presence in India.

**Open Source | Cloud Computing ☁ | SaaS Enablement | Virtualization | Managed Infrastructure | Application Optimization**

**Associate Manager, North – Central Govt and Enterprise Business – IMS Practice (Aug, 10 – May 2012)**

Reporting to Sr. Director – Enterprise Solutions who lead sales team of 45 and total workforce of 80000+ in general management and operation of 85 facilities throughout globe generating $ 6 B in revenue. Oversee opportunities worth $100, 0000.

**KEY WINS:**   
**UPSC, CBI, FCI, ICMR**

**Roles and Responsibilities (Assigned but not limited to):**

1. Accountable for profitability and margin for managed Data and IT Services for Enterprise Named North Accounts. (IT Infra Management, IT Service Management, IT Project Management, Network & Data Center Management)  
  
2. Strategic Consulting, including [business plan](http://www.linkedin.com/profile/view?id=17555718&trk=nav_responsive_tab_profile) & sales strategy development for Managed Data centre, Managed Unified Communication, Managed Security, Managed IT outsourcing and WAN outsourcing.  
  
3. Data collation, account planning, collections, strategy development, MIS, etc.  
  
4. Sorting out of issues related to deliveries, proposals, pricing, support problems, etc.  
  
5. Holds the distinction of being a single face of HCL to the customers for Selected Enterprise Named accounts  
  
6.Efficiently identified and mapped accounts from the organization point of [view](http://www.linkedin.com/profile/view?id=17555718&trk=nav_responsive_tab_profile) and unearth their latent needs and get business for new LOBs

**Past Experience:**

**Company: AstroWix Corporation. CA, USA**[**www.astrowix.com**](http://www.astrowix.com)

AstroWix is a forward thinking program and project management, systems and technology Solutions Company. Our solutions help clients improve performance, mobilize human resources and deliver changes effectively. This includes managing major projects, and providing the tools, processes, training and guidance for clients to accelerate business growth through innovation and the application of technology  
  
**Executive - Business Development, Microsoft technology Segment, North India Region, Noida, UP. (Nov 2005 –Aug 2010)**  
Reported to VP, Sales, Who lead sales team of 20, and total Workforce of 45 in general Management and operations of 4 Facilities across the globe generating $ 50 Million in revenue.

**Responsibilities:**   
  
1. working with a high power sales team in the region for the entire gamut of Microsoft's Products, Services & Solutions

2. Major responsibilities cover key account management, relationship management, account mining & mapping, competition tracking, account scoping for cross selling opportunities & receivables management.

3. Handling a varied customer profile across multiple industry verticals in the designated region.

4. Also scheduling, coordinating & Pre-orientation of follow-up Meetings with preferred prospects appointments among the client and our senior management. Use Current CRM & database to track activity.  
  
5. Strategizing across sales & specialist teams to attain the assigned revenue and growth targets.

6. Coordination across sales, project management, pre-sales & enterprise support functions plus process compliance.

Sold the firm's technology solutions to the Enterprise Business across North India Market. Planned, Developed and executed various types of contracts for these deals including solo contracting, partnership with external vendors, time and material, fixed bid. . Worked along with various clients CIO's and CTO's to support strategic initiatives.

**KEY WINIS:**

**Hero Honda, Dabur India, Max New York, Sahara India, Yatra India**

**EDUCATION**

* **MBA** (Marketing) from **Adam Smith University of America**
* **Graduate in Business Administration**, National Institute of Management.

**STRENGTH**

* Good communication and interpersonal skills and strong team focus.
* Enthusiastic, energetic and resourceful.
* Team player with the ability to lead and coach.
* Willingness to learn.
* Skilled in using MS Office, Excel, Power point.

**PERSONAL DETAILS**

Date of Birth: 22nd September, 1984

Father’s Name: Late Mr. Pradeep Kr. Soni

Passport No: G0117939

Languages: English, Hindi, Punjabi

**References:** Will gladly furnish personal and professional references on request.

**Aman Soni**

“Never fear shadows; it simply means that there is a light shining somewhere nearby!!!”