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| **MANUJ SASSPAL**  **Mobile: +91-9810699786**  **E-Mail: manuj.sasspal@gmail.com** | **Seeking senior to top managerial positions to head Profit Centre Operations, Sales, Marketing, Business Development with a reputed organization.**  **Industry Preference: Telecom , Application Development** |
| **Professional Digest**   * **13.5 years’** chronicled success in Sales & Marketing, Business Development and Channel Management, chiefly in Telecom and Electronics Engineering domains. * **Currently associated with Tech Mahindra Ltd. (earlier known as Canvas M Technologies Ltd. ) as Director Business Development Middle East , Africa & North India** * Keen sales acumen with proven dexterity in formulating & rolling out business strategies, go-to-market plans and implementing best practices. * Possesses in-depth understanding of the Wireless & Wireless Solutions markets in India. * Demonstrated success in managing techno-commercial negotiations with vendors, collaborating with cross-functional teams for product development & achieving performance benchmarks. * Consistently recognized as a key achiever and contributor to the team across assignments. * Merit of being offered ESOP’s by Bharti Airtel Ltd. (eligibility criteria of achieving ratings over 115% for 2 years consecutively). Winner of CEO’s Award on two occasions. * An effective communicator with strong coordination, planning & analytical skills. Ability to think out of the box and contribute towards attaining business excellence. | **Competency Matrix**   * Strategy Planning * Sales & Marketing * Business Development * Relationship Management * Channel Management * Key Account Management * BTL Activities/ Product Promotions & Branding * Product Management * Solutions & Concept Innovation and Sales * Man Management * Technical & Sales Training * Logistics & Vendor Management * Techno-commercial Affairs * Quality Management/ Process Adherence |

**Experience Scan**

**Tech Mahindra Ltd. (CanvasM Technologies Ltd.,)New Delhi as Director–Business Development India , Middle East & Africa**

**(Jan’12 – Till Date)**

* Defining the sales strategy for the IMEA Geo in terms Enterprise Mobility
* Managing key Telco’s across the IMEA Geo
* Looking out for Business Associates and chalking out terms of business
* Working closely with the platform vendors like Mobile Iron , Kony etc.
* Responsible for the revenue generation from the CanvasM owned Platforms

*Major Achievements*

* Successfully sold and rolled the first international of our M-Commerce (Financial Inclusion) platform “ Saral Dhan “ to Sterling Bank in Nigeria , received CEO’s award from the same .
* Conceived & Rolled out a Self Care Platform for the Telecom companies , this was replicated as Best Practice across all the GEO’s

**Rosmerta Engineering Pvt. Ltd., New Delhi as Vice President–Marketing and Business Development**

**(Mar’11 – Oct 11)**

* Spearheading P&L for the division. Driving the Research and Development facility.
* Formulating & rolling out the “Go to Market Strategy”
* Looking out for Channel Partners and chalking out terms of business
* Heading the Service Team and rolling out processes for ensuring effective service delivery.

*Major Achievements*

* Successfully sold and implemented VTS Solutions with companies like GATI , OM logistics , DARCL , MANN Tourist , GHMC , HMWSS etc. and enhancing revenue 18% . Total Sales increased by 106% .
* Successfully rolled out B2B channel partners for Tier 2 and 3 cities . Existing Channel Base was 2 which got increased to

13 .

**M Y Mobile Trainer Pvt. Ltd., Gurgaon as Director-Sales and New Product Development**

**(Feb’10 to Feb’11)**

* Led sales and new product development initiatives for Enterprise Solutions, SMS Gateway applications, VTS (Vehicle Tracking System), and Blackberry & other smart phone’s training solutions.
* Managed the development and implementation of ERP (Enterprise Resource Planning), SFA & FFA (Sales Force Automation & Field Force Automation) Solutions and CMS (Complaint Management Solution).

*Major Achievements*

* Steered the development and implementation of:
* CMS Application for passengers on a Virtual SMS Platform for **Northern Indian Railways.**
* CMS Application and Vendor Management for **AToZ Faclities**, which was configured with their existing e-CRM Tool.
* Attendance Monitoring System for employees of **Group 4 Securtirans** (based across India at various customer locations).
* AMS (Alert Management System) for the internal employees of **United Nations**.

**Bharti Airtel Ltd., Delhi**

**(Oct’01 to Jan’10)**

**Head-Enterprise Solutions Jul’05 to Jan’10**

*(Took over the role as Key Accounts Manager and promoted as Assistant Manager in Jun’06)*

* Led business operations with responsibility for enhancing 7% revenue contribution from VAS (Value Added Services) to total revenue in the Corporate Segment.
* Worked out alliances with Strategic Partners–Research In Motion (Blackberry); Microsoft Windows Mobile (Microsoft; I-Mate; HP); Options (PCMCIA Cards); Easy Mail (Ericsson); VTS Partners (Mobi Apps, E-logistics, ORG Informatics), etc.
* Steered efforts for maximizing Corporate CMS & RMS on VAS; controlling churn on VAS & Solutions; and maintaining Customer, Channel and Vendor SAT Scores.
* Developed VAS alternate channel for increasing penetration levels.
* Tracked SLA compliance with regard to pre-sales, sales & post sales service support. Participated in vendor & customer negotiations. Involved in products negotiations & technical clarifications with corporate customers.
* Gathered new product related requirements from corporate customers and passed it on to the relevant department for the development of new products.
* Managed the VAS FOS team and looked after the training & development of VAS & Sales Teams on product and solutions (Technical, Pricing, Product and Sales).

*Major Achievements*

* Successfully completed 96 man days of training sessions with all Customer Touch Points in 2006-07.
* Achieved an increase in the “E-mail on the Go” customer base by 105% in 2006-07, coupled with 113% increase in revenue terms during the same period.
* Engaged in discussions with a vendor for developing the biggest “meter reading” solution for power sector and participated in the beta testing on sub-station management during 2006–07.
* Merit of serving as part of the team that successfully conducted the beta testing of 3rd party application on Blackberry device (which was slated for a lunch).
* **Distinction of being rated as “Exceptional Contributor”** for 2005–06 and 2004–05. Thus became eligible for ESOP’s (to be redeemed in September 2007) as per the Bharti ESOP’s scheme.
* Generated the highest sales on Blackberry in Corporate Segment Pan India. Received recognition and reward for the same by Mobility Office in 2005–06.

**Key Accounts Manager Apr’05 to Jul’05**

* Sustained healthy business relations with customers and led efforts for acquiring new ones.
* Penetrated new accounts in the corporate segment higher than telecom spend.
* Ensured implementation of effective churn control mechanisms in set accounts.
* Managed high ARPU customer acquisition by focusing on FCT & Blackberry Sales.

*Major Achievements*

* Holds credit for achieving the maximum number of sales on FCT’s and Blackberry’s.
* Received transfer to Corporate Solutions Team owing to good performance in Solutions Sales.

**Key Accounts Manager-Corporates/ Sr. Executive–CSA Apr’04 to Mar’05**

**Operations Management**

* Led a team of 4 CSA’s across South Delhi and Haryana.
* Managed the replication of audits and controls processes that was conducted at FSO’s.
* Controlled the day to day operations at CSA’s, with regard to Audits and Controls on acquisition process.
* Ensured effective CLC Management.

*Major Achievements*

* Merit of winning the **CEO’s Award** in Jan’05 for successfully replicating the best practice “Audits & Controls process” in CSA operations.

**Sr. Executive–FSO Operations Aug’02 to Mar’04**

* Handled team of 17 FSO’s across Central & East Delhi and Haryana, with key responsibilities including floor management, process setup for inbound sales, and management of day to day operations inclusive of competition mapping, BTL promotional activity, target allocation FOS and incentive planning & implementation.
* Monitored the Collections & Billing process.

*Major Achievements*

* Served as part of the 6 Member Core Team, engaged in the conversion and upgrade of Franchisees to FSO’s in Delhi Circle.
* Felicitated with the **CEO’s Award** April’03 for “best hygiene at FSO’s for operations”. This was later acknowledged as a best practice and got included in the knowledge portal for replication at the pan India level.
* Launched operations for first FSO in Delhi, which was inaugurated by Mr. Manoj Kohli.

**Officer-RCC Operations Oct’01 to Jul’02**

* Administered 2 Franchisees at Central Delhi (out of a total of 18 in Delhi) for ensuring proper customer care management through 6 MBD’s being attached with each Franchisee.
* Led the team for ensuring proper query resolution through inbound calls, as per SLA. Handled customer activations on request.

*Major Achievements*

* Distinction for being recognized for Best Audit Scores in lowest complaints in Delhi.

**Commenced career with GE Capital International Services, Gurgaon as Officer-IT Dialers (Apr’01 to Sep’01)**

*Major Achievements*

* Achieved a new benchmark for the lowest 5% decrease in abandoned calls.

**Academics**

* B.Com. from , Delhi University, Delhi in 1998.

**Courses**

* ACE - Application Development Course from IBM in 1998 – 2000.

**Summer Training (As part of IBM-ACE Program)**

**Oct’00 to Mar’01 with IBM , Delhi as Summer Intern**

* Handled assignment involving website development & management for the retail customer, S-Mart.
* Worked on application development, which involved modules on Logistics Management; Stock & Inventory Control, and implementation of connectivity with databases via JDBC-ODBC.

**Personal Details**

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Languages Known : English, Hindi