

# ANKIT KUMAR

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***Seeking assignments in Developing and Managing Operations with a high growth oriented organization***

## Apercu

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- 5 Years of experience in the area of Operations, Team Leading, Business Development, Sales & Marketing and Key Account Management.
- Currently working in **Edusys Services Pvt. Ltd.** as Senior Manager- Marketing and Operations.
- Proficiency in implementing Operational, Marketing and sales strategies and contributing towards enhancing business volumes & growth.
- Gained exposure in implementing effective solutions as per customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat & referral business.
- An effective communicator with good presentation skills and abilities in forging business partnerships with channel partners.
- Worked in USA for 1 year, Planning, Building, Developing and Managing and Training the US operation.

## Experience

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### **Edusys Services Pvt. Ltd:**

**June 2010 to Present**

- Joined as a consultant in June 2010. Currently working as Senior Manager- Marketing and Operations.

### Roles and Responsibility

- ☐ Managing US and Canada Operations with 20 member team.
- ☐ Co-ordinating the communication between Multiple geography business operations
- ☐ Setting up operations in new geography: North America, Canada and Colombia
- ☐ Training the operations staff
- ☐ Process Planning & Execution
- ☐ Country Specific Business Operations
- ☐ Vendor Development and Vendor Management
- ☐ Relationship Management for Key Accounts
- ☐ Accrediting with major government agencies to facilitate the sales with government agencies in US
- ☐ Negotiating with conference venue providers (like Regus, Servcorp) and hotels for arranging training courses.

### **Unisoft Infotech Pvt. Ltd.**

**May 2009 to June 2010**

- Joined in May 2009 as Business Development Executive. Promoted to Business development manager after 3 months training period.

### Roles and Responsibility

- ☐ Business Development: Sales of SAP ERP products in south India
- ☐ Key Account Management: Mapping future requirements of the clients
- ☐ Channel Management: Establishing profitable business relations with other partners

## **Career Highlight**

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- ⦿ Worked in USA for 1 year, Planning, Building, Developing and Managing and Training the US operation.
- ⦿ 40% decrease in Logistics cost in past 2 years.
- ⦿ Worked for GSA and GI bills accretions for our US Company.
- ⦿ Copyright and Trademarking all our training materials
- ⦿ Integral member of the Accreditation Team that helped Edusys attain accreditation by APMG to deliver the PRINCE2, ITIL and other products
- ⦿ Key member of the investment team who played the pivotal role in bagging the funding of 8 million dollars from Sequoia Capital
- ⦿ Setting up Scrum methodologies for our operational process.

## **Key Skills**

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### **Operation Management:**

- ⦿ Leading Operation and Marketing for PMstudy brand across the Globe and Leading US operation for last 3 year
- ⦿ In USA from April 2012, Establishing and Managing Office in US. This included the planning the process, recruiting the operations people, training them and also setting up the communication channels with offices in UK, Australia and with company Headquarter in India.

### **Operational Process Development:**

- ⦿ Customer Support Process development for back-office staff working from US, Bangalore and Bhuvaneshwar office
- ⦿ Vendor Management and Logistics process development for all the teams.
- ⦿ Vendor selection process development to get the best quality at best price

### **Team Handling**

- ⦿ Defining role and responsibility as of the team and individual team members
- ⦿ People management, Team development and delegation
- ⦿ Effective communication between team members and with different teams
- ⦿ Motivating the team
- ⦿ Professional and Personal Development of the team members

### **Business Development / Sales Management**

- ⦿ Preparing & implementing sales plans and value added solutions designed to assure achievement of agreed to volume, market share and profit objectives.
- ⦿ Implementing strategies for acquiring business from clients and effectively using the potential of existing accounts.

### **Product Development & Marketing**

- ⦿ Facilitating Product Development initiatives involving mapping of business requirements and in depth evaluation of customer feedback to carry out modifications in product attributes.
- ⦿ Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.

### **Channel Management**

- ⦿ Establishing strategic alliances / tie-ups with financially strong and reliable channel / dealer partners, resulting in deeper market penetration and reach.
- ⦿ Handling channel sales and marketing activities; implementing effective strategies to maximise sales and accomplish revenue and collection targets.

### **Key Account Management**

- ⦿ Mapping client's requirements and providing them customized business solutions through new proposals, presentations and demonstrations.
- ⦿ Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

### **Academia**

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- ⦿ MBA (Marketing) from IBS-Bangalore in 2009
- ⦿ BTM (Tourism Management) from IITTM-Gwalior in 2007.
- ⦿ AISSCE from Air Force School-Gwalior, in 2004.
- ⦿ AISSE from VVRS-Purnia, Bihar, in 2002.

### **Certifications**

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- ⦿ ITIL Foundation Certification
- ⦿ PRINCE2 Foundation Certification
- ⦿ 6Sigma Green Belt Certification
- ⦿ SMC- Scrum Master Certified

### **Personal Vitae**

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Father's Name	Late Mr. Alok K. Choudhary
Mother's Name	Mrs. Anju Choudhary
DOB	Jan 4 <sup>th</sup> 1986
Gender	Male
Marital Status	Single
Languages Known	English, Hindi

### **Declaration:**

I hereby declare that the above particulars are true to the best of my knowledge.

**Signature**  
Ankit Kumar