

**PROFESSIONAL SUMMARY:**

**TOTAL WORK EXPERIENCE: 4 years 7 months**

- ✓ Close to 5 years of Sales & Business Management experience in Consumer Internet & Insurance Industries
- ✓ Handled strategic tie-ups for partnerships with corporates & start-ups for Lookup
- ✓ On-boarded 3000+ unique merchants, amounting a revenue of 8 Lakhs in the last 6 months at Lookup
- ✓ Headed the new client acquisition for Zomato Hyderabad and increased the revenue of the city by 100% within a span of 11 months
- ✓ Generated and managed 30% (1 Crore) of Zomato Hyderabad's annual revenue
- ✓ Generated a revenue of more than 10 crores for HDFC Life by working with more than 30 bank branches across different geographies
- ✓ Efficiently managed team sizes varying from 5-20 people whilst successfully topping the sales charts

**WORK HISTORY:**

**LOOKUP – City Head, Sales & Strategy**

**Dec 2015 – Present**

- Setup teams, build functions, scale up across the paradigm and lead the P&L for an entire city, as a P&L leader.
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement.
- Manage teams of ASMs, Key Account Managers, and Sales Managers
- Sustain and grow the city's revenue by new client acquisitions, renewing clients and identifying new business development opportunities in the city.
- Determine areas needing cost reduction and program improvement.
- Managing the team in handling end-to-end client relationships including pitching, negotiation, contracting, billing / invoicing, payment collection and troubleshooting.
- Formulating targets and incentive plans for the sales team in line with the city's operating plans.
- Ensure complete Product and Sales training of new sales joiners.

**ZOMATO - Area Sales Manager**

**Jan 2015 – Dec 2015**

- Revenue responsibility of a geographical area within a city.
- Allocating leads, tracking and monitoring the work of each team member along with ensuring the efficiency and effectiveness of their work.
- Maintaining area-reports which include revenue numbers, payment collections and evaluation of team performance.
- Allocating targets to the Sales Team.
- Hiring and retaining Sales employees for the area by being approachable.
- Acquiring and managing critical client accounts which have higher degree of complexity in terms of client servicing.

**HDFC Life - Corporate Sales Manager****June 2012 – July 2014**

- Responsible for Insurance business in HDFC Life with the HDFC Bank Channel
- Provide process enhancements and use creativity in sales to achieve both short term business targets and add long term value by customer satisfaction
- Design marketing initiatives in rural markets for better penetration
- Study competitor activities and tracking of the business figures to formulate strategies at the branch level for maximum business and mindshare.

**TNS India – Classification Analyst – Market Research****Mar 2008 – Aug 2008**

- Performing market research in media intelligence for projecting the spot length and frequency of classified US television ads to companies and ad consultancies
- Understand and categorize advertisements that play on North American television broadcast

**ENTREPRENEURSHIP:****Aqua Clear – Partner (Marketing & Sales)****Aug 2014 – Dec 2014**

- End to end responsibilities of the sales and marketing functions.

**Inner Circle - Cofounder****Feb 2011 – Mar 2012**

- Corporate event management

**INTERNSHIP:****Olympic Gold Quest – Intern (Sports Research)****Apr 2010 – Dec 2010**

- Identifying Indian sporting potential using analytical methods
- Recommendations of athletes of varying skill sets in different disciplines
- Initiated a 'Complete Athlete Research' exercise for the organization
- Promoted the brand equity of the organization by assisting potential Olympic medal talent

**ACADEMIC QUALIFICATIONS:*****MBA from Institute of Management, NIRMA UNIVERSITY - IMNU (Class of 2012)****Specialization: Marketing & Strategy****B.Tech from JNTU Hyderabad (Class of 2007)****Specialization: Electronics & Communication Engineering*