



PANKAJ VYAS

Job Objective :

Seeking Middle to Sr. Managerial assignments in Commercial Operations , KAM , CRM , Sales &Marketing, Brand Management and Business Development Preferably with an organization having good repute in IT-HW, SW Telecom Security /Surveillance/Consumer Electronics / Electrical / Solar/Renewable Energy Products and Solutions.

Professional Synopsis

- ⊙ Innovative professional with over 16+ years of progressive management expertise with demonstrated skills in initiative, creativity and success in the domain of Sales, Marketing, BD, Strategic Planning, Commercial operations, Brand Promotion, HRM, KAM and CRM
- ⊙ Adept in Starting/Managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives
- ⊙ Demonstrated abilities in establishing relationships with Key Customers and Distributors, channel partners & SIs, an effective communicator with excellent relationship building & interpersonal skills.
- ⊙ Sound knowledge in tapping prospects, analyzing their requirements & rendering appropriate Solutions to the clients while maintaining cordial relations with them
- ⊙ Proved skill in increasing sales revenues, exceeding targeted sales goals and developing profitable business relationships apart from retention of Valued customers and stakeholders

Key Skills :

Sales Planning & monitoring / Business Development / Brand Promotions / Direct Selling /Channel Selling / Channel Management / Project Management / Key Account Management / Customer Service/Logistic/HRM

Work Profile /Accomplishments:

Current Company Profile : - SAPL OEM/CCTV Products mfg. Company – Noida

Designation : National Sales Head (Channel Sales) **Place :** Noida **Reporting to :** MD/CEO. Duration Oct 2013 – July 14

Major Achievements.

- Plan BD /Brand Promotion activities Very Aggressively on PAN India Basis to establish our brand among top 5 Brand in India.
- **Video Surveillance Project** initiated in multiple Infra projects /Govt. Departments in India with value of more than 50 Cr + Values.
- More than 99% collection within same day of invoicing from the New Channel Partners.
- Add 300+ new Channel Partners & SIs and make 95.5% Partner retention level.
- Prepare new interactive micro level reporting formats and strategies for self and team evaluations according to meet the yearly/Monthly/Daily goals.
- Target 50% Growth for new FY.

Company Profile : - Innovative Sales India Pvt. Ltd. OEM – Home Automation Products and National Distributor for leading Korean Brand in the sphere of Security, Safety & Surveillance Products, Embedded Solution Provider and System Integrator.

Designation : National Sales Manager (Channel Sales) **Place :** Mumbai **Reporting to :** MD. Duration Oct 2012- Aug2013

Major Achievements.

- Started BD operation Very Successfully by Brand awareness and promotional activities in unrepresentative states.
- **Smart Home** Product initiated in multiple Infra projects in India with value of more than 1 Million US\$.
- More than 99% collection within 30 days of invoicing from the Channel Partners.
- Convinced 100+ new Channel Partners & SIs to become IRP (Regd. Star Partner).
- Identified new B2B Verticals for finding out the opportunity of sailing Smart Home Solutions

Company Profile : LG Electronics \ SPP Ltd. - Mfg. of IT Networking Products and National\Regional distributor for top MNC Brand LG\PELCO\Acti\Motorola and Cisco . Product range included Video Surveillance\Security Products , Wired and WI FI Networking Products, Innovative IT Peripherals having HO in Ahmadabad (GJ) with PAN India Branch Network

Designation: Regional Head (Central India) Reporting to: CMD Place-Ahmadabad/Indore Duration Dec 2010- Feb2012

Major Achievements:

- Launched successfully LG brand's CCTV and Access Control Products And established the brand as one of the preferring brand in the region among other established MNC brands within 6 months.
- Instrumental in starting the branch operations and setting up the entire dealer network for the region.
- Contributed 12.5% of the National Sales to the company's sales turnover from the assigned region.
- Bagged Much Recognition during the tenure.
- Still hold the distinct achievement of the largest CCTV Cameras order (in terms of installed nos in Single Project).
- Monitoring and controlling directly and indirectly more than 150 personnel of various Dirs in the region.

Company Profile: Vincent Inc. is a USA based MNC having India office in MP and Hyderabad – Secure India P Ltd. Is a group Company having Corporate office in Bhopal M.P. core business areas are Distribution and System Integration for IT, Video Surveillance, **Vehicle Tracking & Security, Fire Alarm Panels, Intrusion detection systems**, Automation, Embedded **Customized Solutions** and Software Development having the leading brands under its umbrella.

Designation : Business Manager Reporting to :CEO (India Operation) Place:-CO Bhopal Duration April 2009 to Dec 2010

Major Achievements:

- Performance award for the year 2009-10.
- Instrumental in starting the branch operations and setting up the entire dealer network for the region.
- Operated business on cash terms only. Competition was operating channel business on credit basis.
- Awarded an out of turn increment after 6 months in the year 2009 with an additional responsibility for Western and North India, This happened when the market was struggling with recession
- Manage and Groomed direct reportee's team size were 50+ Heads.

Company Profile: RTS LTD. -Mfg. of IT Networking (Wired and WI FI Networking), Telecom and Power Products MNC with renowned name in Networking and Telecom Products Domain Having HO in Okhla New Delhi. Govt. of India approved in house R&D facility with having TEC, ISO, BVQI, and UKAS and other certification Mfg. and Exporter of Telecom and Networking Products Like Enterprise Routers , Managed and Un Manageable Switches , higher end routers , Media and Protocol Converters , LAN Extenders , VOIP solutions and Internet \Intranet Telephone , IP cameras (Wired\Wireless) , Web Camera LED based Lighting Products and On Line UPS (1 KVA – 400 KVA) .

Designation : Dy. Manager (Marketing \Sales) (MP, CG) –Promoted to **Manager (Marketing \Sales)** , Place- Bhopal Reporting to: The Business Head (PAN India) Duration Sep 2007 to March 2009.

Major Achievements

- Introduced "Selling Agent Concept" to intensively penetrate the rural market.
- Through extensive sub-dealer networking, increased the sales volumes by more than 80% in quantum and to put the brand in the similar Position in the entire Territory.
- Also Introduced Operation Cable Marketing to tap the Domestic sales through cable operators in far-flung and remote areas.
- Reorganized the service operations and doubled the service income by strategic VAS.
- Done Record business development and make RTS well known brand name within first FY in the given territory.

Company Profile: DRUPTech IT SALES INDIA PVT. LTD. – DIS India Pvt. Ltd. . Is a MNC \Importer\National Distribution company with renowned name in IT field for Desktop Computers, Notebook Computers, Innovative IT Gazettes, MM Devices Consumables and Peripherals and established name in SW Service Industry having HO in Gurgaon (HR)

Designation : Sr. Manager(BD)- Regional Manager(MP, CG,MH), Reporting to the Director, Place - Raipur/Bhopal/Nagpur Duration May 2003 to Sep 2007

Major Achievements:

- Delivered 100% revenue growth in the first 3 quarters (QOQ) with a 27% average growth quarter on quarter.
- Consistently overachieved on the sales revenue quota and contributed the highest profitability margins within the MP&CG Region.
- Rewarded as a Best Regional Sales Manager for the year 2004-2005 for Seamless and Smooth sales operation and achieving the sales target within the specific period
- Launched successfully Hasee brand's MP3 Players, IT Peripherals, All in One PCs, MM Devices and established the brand among the Top selling products in the region, within 8 months.

Company Profile: Computer World One of the leading IT Distribution Company based in Bhopal M.P. involved in diversified business of IT H/W,S/W, Consumables, Peripherals, and Networking Products through Dealer\Dist.\Channel Partner for Leading IT OEMS and Authorized Dealer for Govt. Sales through DGS&D , MPLUN , NCCF , SCCF , MPSEDC.

Designation: Manager (Business) Reporting to: The Director\Owner, Place – Bhopal Duration Sep 1997 to April 2003

Major Achievements – Start having Experience of Managing Channel\Govt.\SME Business

First time launched Revenue Sharing Modal for the upcountry markets. Vastly expanded dealer network, with special thrust on the rural markets, thereby increasing the sales volume by more than 5 times within 12 months. Strengthened the available brands by effectively tapping the potential and unconventional dealers and Market Professionals, Groomed a strong and loyal dealer network all over the state.. Managed successfully both Sales and Solution Business for the company.

CORE COMPETENCIES

Sales & Marketing

- Take care of the sales & marketing operations with focus on achieving sales growth
- Handle sales promotional activities for new products while ensuring their availability and market development

Business Development

- Conceptualize & implement strategies as a part of brand building and market development effort
- Forecast monthly / annual sales targets and executing them in a given time frame

Channel Management

- Handle dealers & distributors on Friendship basis, help potential distributors for smooth selling of existing and upcoming products along with adding new partners in trail to assure conventional growth.
- Support them by initiating good projects , Joint Visits, Training, live communication and Through VAS.
- Identify & network financially/Tech. strong and reliable partners, to assure deeper market penetration

Corporate Management

- Handle tactfully different System Integrator Partners, Distributors, Enterprise Partners
- Generate and provide the Value Added Business Solution to the Corporate Clients and providing lead to the SI Partners and follow-ups to close the orders.

Team Management

- Incorporate bonded teamwork by
- managing healthy environment
- Leading, training & monitoring performance of team members to ensure efficiency of individual & group targets

ACADEMIC CREDENTIALS: (Throughout First Division)

- ☐ **Ph.D. (Management)** AISECT University Bhopal (Pursuing)
- ☐ Masters of Business Administration **MBA (Mktg.)** from PTU /Dr. Visvesvaraya Inst. Of Sc. & Tech. Bhopal M.P.
- ☐ Masters of Computer Applications **MCA** (major subjects: **RDBMS.**) Bhopal M.P.
- ☐ Masters of Computer Science **M.Sc. (CS)** (major subjects: **Computer Sc.**) Bhopal M.P.
- ☐ Diploma in Computer Applications **DCA** - (ECC-Bhopal) M.P.
- ☐ Honor's Post Graduate Diploma in Computer Applications **PGDCA** - (ECC-Bhopal) M.P.
- ☐ Master of Computer Tech. and System Management **MCTSM-** (ECC-Bhopal)

ADDITIONAL QUALIFICATION:

- ☐ **Certificate** course in **ENTREPRENEURSHIP DEVELOPMENT** Program –Indo-German Inst. Bhopal M.P.
- ☐ **Certificate** course in PC REPAIR AND MAINTENANCE from CRISP Bhopal India.

Personal Vitae

Date of Birth	:	28 th Jul 1972
Permanent Address	:	13, Zone-I , M.P. Nagar Bhopal -11
Languages Known	:	English, Hindi and Gujarati & Marathi
Marital Status	:	Married
References	:	Available on Requirement.

Thanks for share my candidature and opportunity of personal interaction in this concern with you.

Yours Truly,

Pankaj Vyas

Determination of Total EXPERIENCE

Sales and Marketing with Administration - 16 years +

15 Years + Sales And Marketing:- IT \Telecom\Surveillance\Security\Safety Products ,Computers, Notebooks, Servers ,Networking Products, Peripherals, Consumables, Software (OS , AV , Application SW, and Service Packs\Warranty ext. Packs) Office Automation Products, Intrusion/Fire Alarm, CCTV Surveillance Sys, **Vehicle Tracking And Monitoring Sys, Facility Management Services** , IT Infrastructure Services and **Embedded Solutions** to **Channels\ Govt. Dept \Corporate \LSE & SMEs \SIs.**

Sales\Marketing of Branded Consumer Electronic\IT Brads Like

HCL, Acer, hp COMPAQ, WIPRO (Servers, DT, NB, Networking Peripherals and Consumables)
Lexmark, Epson, Canon, Lipi, hp (DMP\LMP\Plotters\laser & Inkjet Printers)
Seagate, Intel, Cyberoam (UTM), D-Link, Nortel, DAX
SONICWALL, Ncomputing
APW President, Spider Racks
Polycon, LG Projectors & LFDs
Motorola (WNS & Air Defence Products),
APC, Numeric, Real Power UPS (Online and off Line)
Microsoft, Oracle, Symantec, e-Scan, Queek Heal, Norton SWs
LG, SAMSUNG, Hikvision, AVTECH, Acti, Dahua CP Plus, Enter, Vantage Surveillance systems
i-track, Securico, Vehicle & Home Security Products etc.
Faac India, Rockwell Automation.

Supplied And have good relation with leading corporate clients (some of them are as per following)

BHEL , GAIL , IOC ,NTPC , RRL , RBI , SBI , CIAE , HSADSL ,SPM, CBI ,CID, HEG, P&G , LUPIN Lab. GODREJ FOODS , Jindal Group ,Visa Power , DB Power, Dainik Bhaskar Group, Doosan Power ELECTRO FEB COPER STRIPS ,BHASKAR IND, CISF , EEEL LTD Crompton Greaves, CIPET,108 Services, Metro TEXTI, Peoples Group, Engg. & Mgmt. Institutions, Reliance, BSNL, Vodafone, AEGIS, Various Group of Educational Institutes (Medical & Engg), Hospitality Groups Like Marriot & Welcome Group.

Having more than 4000 Channel partners and 500+ Companies Database across India

With friendly relations from many of them.