

FENIL VADAKKEN SUNNY

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Senior Business Strategist: General Management & Business Development

Strong track records of extraordinary performance in fiercely competitive scenarios

OBJECTIVE: Seeking senior and rewarding assignments across industries, preferably with Education Industry as National/Regional Head, Associate Director, Branch /Department Head, CRM, Key Account Manager or Admin and Operation head with reputed organizations, demanding high standard of quality and precision, and providing opportunity to amalgamate my personal enrichment with professional goal.

SYNOPSIS: Dynamic, energetic and result-oriented professional with total 15+ years of experience including 9+ years in handling Operation Management, Key Account and Customer Relationship Management and New Business Development. Currently working with Chartered Institute of Management Accountants (CIMA), as Regional Representative – South. Pragmatic, with proven managerial acumen and abilities to withstand work pressures, deliver assignments within specified time frame without compromising on quality benchmarks.

- ⇒ **Demonstrated expertise** in the area of New Business development, Customer relationship management, Key Account management, Operations and Administrations.
- ⇒ **Skilled at** Strategic Planning, Account management, Event management, Team management and Training/presentation.
- ⇒ **High calibre in creating**, developing & executing innovative business development plans & strategies together with designing, consolidating & improving organizational processes.
- ⇒ **Established credentials** in formulating & implementing business plans to improve business effectiveness & efficiency with a focus on quality & consistency.
- ⇒ **Demonstrated success** at people management, relationship building, cross functional coordination and operations management in the most challenging situations
- ⇒ **Hands-on experience** in training courseware design and customisation to accommodate individual needs, and devising and developing strategies to support management training initiatives.
- ⇒ **Go-getter, self confident**, dedicated, charismatic, inspiring with strong work ethics and organizing skills.
- ⇒ **Quick thinker**, hard task master and decision maker, diligent, ambitious and resourceful with expertise in building & maintaining long term business relations with clients, external agencies & regulatory authorities..
- ⇒ **Articulate communicator** and motivator who can work with Multinational teams and fluently speak the language of both people and technology; Possesses smart and pleasant personality with healthy and cheerful disposition.

CORE COMPETENCIES: Vision & Strategic Planning • Business Development • Operations management • Customer Relationship Management • HR Functions • Key Accounts management • Event Management • Presentation Skills • Team Management • Cross –functional Coordination • Strong Interpersonal Skills • Training and Development • Resource Orchestration • Problem Solving Skills

PROFESSIONAL EXPERIENCE

Chartered Institute of Management Accountants (CIMA)

Jul 2009 - Present

Regional Representative – South (Reporting to the Country Head and National Head of Academics)

Deliverables:

- Entrusted with the responsibility of developing & acquiring New Academic and Corporate Relationships.
- Guiding and developing team members to achieve their set target and organizing presentations & training for the key accounts.
- Involved in the recruitment of student and planning & executing events & activities within a specified budget.
- Assigned responsibility of carrying out research on competitor activity, market potential and market size for the organization within the region.

Accomplishments:

- Successfully achieved 115 % and 122% of set target in 2012 and 2013 respectively.
- Instrumental in contributing 40% towards the channel business in 2013
- Commended for achieving registration from 10 in 2010 to 230 in 2013 under a new market development initiatives in Kerala.
- Promoted by the Management as Regional Representative for South from handling a state.
- Successfully created stability in new and existing markets like Bangalore, Manipal and Vizag

Edurite - Pearson India, Bangalore

Sep 2008 - Jun 2009

Area Business Development Manager Cum Centre Head (Regional manager)

Deliverables:

- Responsible for developing and providing support to Company owned and franchise centres.
- Involved in planning & implementing Marketing activities, generating enquires and developing & guiding team members to achieve their target.
- Making liaison with the educational institute.
- Key person engaged in Brand Building activities and Centre Administration and Operations.
- Tasked with conducting research on competitors' activities.

Accomplishments:

- Selected to handle additional responsibility as Area manager for 6 centres immediately after joining as a centre head.

Access Atlantech Technologies Pvt Ltd (SAE-College), Bangalore

Nov 2007 - Jun 2008

Business Development Officer (Reporting to the Centre Head)

Deliverables:

- Assigned responsibility of planning & executing Marketing and Business development activities.
- Organizing presentations and activities in schools and colleges for the enquiry generation.
- Responsible for planning and implementing New Product launch and helping in student admission and achieving targets.
- Involved in the In-house presentation, workshop and Counselling support for admission.
- Key person for providing the administration and placement support and students growth Support.

Accomplishments:

- Successfully launched the first electronic Music production Batch for the organisation.
- Instrumental in turning around the Institute from break even status to make profit centre.
- Successfully planned and started Diploma and Graduation programs.

India Infoline Pvt Ltd – IIFL, Bangalore

Sep 2006 - Oct 2007

Team Leader (Reporting to the Regional/Channel Manager)

Deliverables:

- Guiding team to achieve their account and revenue target and involved in the HR functions including recruitment, conducting interview and short listing.
- Responsible for planning the product Training to multiple teams and senior new officials, and resolving conflicts arising with Customers and the organisation.
- Planning and organizing presentation to students for acquiring account and Placements.
- Functioning as a part of a special pilot online channel and Students account project.

Accomplishments:

- Received best performance appreciation and promoted as Team leader within 6 months of joining.
- Selected to handle additional responsibilities of training and talent short listing and heading the special project with Management institute for presentation and placements.

St Elizabeth's Centre, Herts - UK**Sep 2005 – Aug 2006****Learning support Assistant & Academic Coordinator****Deliverables:**

- Supporting special needed students in their learning curve.
- Responsible for providing Operation support, coordinating classroom and life skill activities.

PREVIOUS EXPERIENCE**St Therese Girls Higher Secondary School****IT Instructor****Feb 2005 – Aug 2005****Symphony Digitals****Proprietor****1998 – 2004****EDUCATION & TRAINING****Educational Credentials:**

- MBA (Marketing), Christ University and Pondicherry University Twinning program, 2008
- (Secured First position in Venture capital and Strategic Management events- Chrispon 2007)
- B. Com (Accounts& Taxation), 1st Class, Chinmaya Mission College, Calicut University, 2005
- Diploma In Computer application, 'A' grade, Lisieux Computers, 2004
- Pre Degree (Commerce), St Thomas College, Calicut University, 1998

Training/ Courses Attended:

- MBTI training 2013 -Organised by CIMA in India
- Sales Training workshop 2012- organised by CIMA in Sri Lanka
- National Seminar on Global Trends in Corporate Governance and Accounting 2010
- National Conference on Dynamics of Indian Higher education system and Challenges - 2009
- Team-Teach foundation programme in positive handling strategies within a holistic framework 2005
- Conducted several Career guidance seminars in Schools and colleges

Certification: NCC - B Grade certificate**I T Skills:** Proficient with the use of MS Office suite and the Internet applications.**PERSONAL DETAILS****Date of Birth:** 18th Sep 1980**Language Known:** English, Kannada, Tamil and Malayalam**Location Preference:** Bangalore, Cochin, Chennai, Middle East, Singapore, UK & US**References:** Available on request