

Prasenjit Banerjee

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**Summary: *Ninja in Business Development & Operations*** with +18 years of progressive experience across a broad range of Business functions and drive Industry segments. Proven ability to combine vision, creativity, and strong business acumen with well developed project-management & leadership qualities to support go-to-market efforts, product launches, and branding-rebranding initiatives, positioning companies and products for success.

**Specific experience:**   
- 18 yrs - New Business/CoE/ODC Setup, Sales & Marketing, Vendor/Account enablement  
- 17 yrs - Delivery, Project Management & Practice Management   
- 15 yrs - IT Product Development - Retail, Manufacturing, BFSI & Telecom industry  
- 16 yrs - Business Innovation & Strategic Execution Leadership  
  
**Specialties:**   
+ New Business/ODC/GDC/COE/Alliances Setup (APAC, Middle East, Europe)  
+ Marketing (Digital Marketing, Branding, PR, Website, Events, Collateral's etc),   
+ Sales (Lead generation, sales process, sales closure, review and CRM),   
+ IT Product Development (Enterprise, Health-Care, Finance, Manufacturing, Mobile, Retail), 

**Key Achievements:**

* Spearheading the Sales Leadership (ITES). With +18 years’ experience in the International market, am at ease in strategic and operational level across both the APAC & EU Industry verticals.
* Developing strategic operational interface between client & the Co & also in handling large customer base.
* Having +15 years of experience as Branding & Communication, Client Management, Int. Sales Head selling Embedded, Agile, SAAS, SAP, Digital Marketing, Cloud Computing, ERP, CMS, CRM, Web Dev.
* Excellent knowledge of Embedded, SAAS solutions, pertaining to Automobile, Aerospace & Engineering segments
* Ability to penetrate & forming alliance with Top Management within the customer organizations.
* Improved dynamics in decreasing deal closures & in order forecasts & MIS with RFP/RFI proposal development
* Reviewing & maintaining partnership status
* Working all along as the single point of contact.
* Communicative, independent and ambitious.
* Complete BD ownership
* 'Served customers with 100% accuracy'

**PROFESSIONAL EXPERIENCE**

**GlobSyn Technologies – Business Head – 2015**

Spearheading Globsyn’s International Business.

**Tuli eServices – Sr. Manager - EU 2014**

Spearheaded the new Dimensions for Web and IT Solutions.

TULI eServices Inc is a world-class Web Design & Development firm that provides fully integrated solutions especially to small and medium size companies, small businesses, schools and non-profits. Our wide-range of services include web & application development, intranet applications, browser based applications and flash multimedia site development.

We have an integrated team of web developers, creative designers, content writers, programmers, quality control specialists and marketing professionals who know what to do and how to do to get the best of results for you and your site. TULI eServices believes in consistency and result. Our team has the ability to judge what is better for you. We are unique and different from other Web Design or Web Development Companies because we believe in quality work, timeliness and long-term relationship. Result oriented and competitive prices along with better result make us unique in web market.

**GeoTech**- **Business Head - EU**.  **2012 - 2013**

* Hard core BD across **ME, US, North-Western EU** across the **DACH**
* Targeting the Hospitality, Engineering & Manufacturing market across EU
* Using old contacts & past associations in streamlining Business
* Registered good businesses from both Domestic & International market.

**Prakriti 2005 – 2012 - Director Sales**

* Lead separate BD strategies for **APAC, ME & EU** with clear process across the organization and ensuring market needs are met & SALES TARGET met / exceeded covering Hospitality, Travel & Manufacturing Industries.
* Responsible for making sure that marketing strategy is translated into action planning and that all country marketing activities are aligned for both target groups: privates and dealer
* Responsible for all online and offline marketing activities comprising areas like ERP, CRM, B2C, B2B, PR, Content Management, Market Research and Brand
* Lead and develop the marketing team of over 10 persons and have matrix responsibility for marketing teams across APAC, ME & EU subsidiaries
* Align actions with needs of other Sales areas like Sales, Sales Development, Product
* Represent Marketing in the Senior Management team as well as in relevant Co task forces
* Creation of **22** new accounts across APAC, ME & EU

**Scandent Group 2003 –2005 – BDM**

* Implementation of the Sarben-Oxlay Act across the US during 2004.
* Responsible for building the market and selling Engineering solutions across the Auto segment with projects from BMW, DENSO, VW etc.
* Responsible for the long term relationship building for own client portfolio.
* Heading a team with people that know how to do Sales and how to grow the Sales Target.
* Strong track record of revenue and profitability growth managing fortune 500 Clients (100% target achievement and 200% achievement in growth).
* Deep experience in working with leading diverse **ME, EU & US** project and Sales teams and handling large Manufacturing & Automotive – Integrated Applications and ERP deals (handling bid’s worth +$10 Million).
* Strong BD skill with years of staying and working in APAC, ME & EU & EU & having gross Sales & IT consulting experience

**ICode Sales Head 12.’00 – 12 ‘02**

* Meet/exceed sales targets across EU by prospecting and managing sales activities in support of the EU region’s Sales opportunities.
* Creation/maintenance of high quality relationship with all target customers.
* Creation / Manage 3 key existing accounts + creation of new a/c’s.
* Effectively interact and create relationships at the highest levels within customer organization.
* Determine fit and specific value-add that ERP & BI solutions bring to the customers.
* Utilize a CRM application to file opportunities and sales orders
* Co-ordinate with cold-calling terms and provides guidance.

**Compunnel - Sales Manager – Germany (Frankfurt) 09.’97 – 12.’00**

* Creation of EU specific ERP & Supply Chain Software
* Selling ERP & Supply Chain Related Software across EU
* Selling into company that utilizes ERP product so this could include in the Manufacturing & Logistics Companies.
* Order value typically ranging from $200k - $ 1 Million.
* Selling to senior Sales and IT decision makers.

**Sonata Software Ltd. – EU Sales & Technical Consultant**

**Bangalore & Leverkusen (Germany) ’05. 95 – 08.’97**

**Task Involved**

* Acquisition of new key accounts in the B2B field
* Development and constantly strengthening relationships with all key accounts
* Implementation of the overall strategy and vision for the area
* Definition of the best go to EU market strategy in each available channel for key accounts
* Exploitation of marketing opportunities together with our partners
* Participation in content creation and acquisition processes
* Presentation the content strategy and roadmaps to key account partners
* Coordination of internal realization in constantly working together with our marketing and technical teams

**Educational & Technical Qualifications:**

* **B.Com, PG in German - Munich, Oracle, Microsoft, Java, PB & COBOL**

**OTHER RELEVANT ACHIEVEMENTS:**

**Panel of the GIRT, Berlin & AHK (Auslands-HandelsKammer).**