**SHREEVATSA DESAI**

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**Job Objective**

Seeking senior level assignments Operations Management, Sales & Marketing, Business Development, Strategy Planning with an organisation of repute, preferably across India

**Summary**

* 13 years of experience in Branding & Promotions, Franchisee Development, Revenue Expansion, Market Penetration, Operations Management, Statutory Compliance, Policy Planning & implementation
* Proficient in driving new business through conceptualising strategies, augmenting & streamlining commercial networks, implementing product promotions, etc.
* Deft at handling the client specific market research assignments to track market and technology trends for all major products
* Proficient in driving sales initiatives & achieving desired targets; exploring avenues to build consumer preference and drive volumes, thereby achieving increased sales growth across the region
* Possess sound knowledge of marketing and launching of products, securing new customers and focusing on corporation's segmentation strategy
* Demonstrated expertise in handling communication for brands including ATL / BTL activities
* Skilful in establishing customer service policies and standards for the organisation while identifying improvement areas and implementing adequate measures to maximize customer satisfaction level
* Possess excellent communication, interpersonal, analytical and people management skills

**Core Competencies**

Operations Management Channel Management Key Account Management ATL/ BTL Events Team Management Distribution Management Market Analysis Training & Development Strategic Planning

Business Development Sales & Marketing Branding & Promotions

Franchisee Development Revenue Expansion Market Penetration

Statutory Compliance Policy Planning & implementation

* Creating and implementing effective direct sales strategies and implementing the same across nation
* Leading nationwide direct sales personnel toward achievement of corporate sales objectives
* Developing competencies and processes required to create an effective and efficient sales organization
* Providing leadership through effective communication of vision, active coaching and development
* Offering sales management, budget control, compensation programs and incentive planning
* Ensuring effective hiring, orientation, training, development and retention of sales staff
* Maintaining national sales staff by recruiting, selecting, orienting, and training employees
* Establishing and adjusting selling prices by monitoring costs, competition, and supply and demand
* Supervising through field visits, observations, measurement of results for performance appraisals & salary reviews
* Identifying changes to cope competitive pressures for developing and modifying strategies and tactics accordingly
* Preparing monthly, quarterly and annual sales forecasts and exceeding monthly, quarterly & annual sales forecasts
* Determining annual unit/ gross-profit plans by implementing marketing strategies; analyzing trends and results

**Work Experience**

**Jul’ 12 Till Date Vertex Customer Solutions India Pvt. Ltd., Bangalore asRegional Manager Franchisee**

**Network - South**

**Role:**

* Handling sourcing of PAN Cards, ETDS, TAN, Form 24G, etc. through the franchisee network of CAs, Tax-Consultants, Advocates, IRDA Certified Agents and Stock Brokers etc. in accordance with the policy and guidelines of NSDL and Income Tax Department of India
* Facilitating tie ups and conducting seminars in Colleges, Universities, Local NGOs and Corporates to organize PAN Meal for the existing franchisees
* Responsible for creating awareness about the importance of filing Form 24G across the Government Departments
* Preparing presentations and imparting training to all TIN- FC’s across South region
* Guiding and mentoring a team of 50+ Operation Executives as part of dual reporting
* Involved in increasing the channel partners for generate enhanced business volumes month on month and also analyzing their performances regularly and taking corrective actions to enhance the same
* Accountable for liaising with Compliance, Operations & Finance Departments for smooth functioning of franchisee network
* Training the new and existing franchisees before start-ups of the business
* Designing, developing and executing marketing strategy for the region as well as individual franchisees to generate incremental business volumes

**Highlights:**

* Efficiently handled the entire South Region Network of 120 Franchisees comprising of Karnataka, Andhra Pradesh, Tamil Nadu, Kerala & Pondicherry
* Merit of handling a team of 4 Network Relationship Managers, 12 Sales Coordinators and reporting directly to the Head of Network Team
* Played a key role in increasing the network from 64 to 120 franchisee in a span of 8 months
* Distinction of increasing the total gross revenue share of the region from 19% to 35%
* Recognised for achieving highest gross revenue collection for the financial year 2012-13 across Pan India for E-TDS & E-TCS
* Dexterously completed the Transition process of NSDL operations from Mumbai to Noida as head of the Transition Team
* Successfully cleared the account reconciliations that were pending since 2007
* Instrumental in handling CTS Projects and launching the branches across South India

**Jan’ 11 – Jun’ 12 NIFE, Mumbai Regional Manager – Franchisee Development**

**Role:**

* Accountable for selecting and appointing the new franchisee across pan India
* Involved in conducting the Below-The-Line & Above-The-Line activities to increase Brand Promotions & Brand
* Involved in setting up of Franchisee Channels and ensuring that break-even point is achieved within a short span of time
* Responsible for promoting & positioning of franchisee branches through various forms of media
* Created various Rewards & Recognitions programs for team members & franchisees
* Developed and maintained various MIS reports related to the branches & territory
* Handled recruitment & retention of Managers and the Office Staff of franchisees
* Conducted the induction program for the new joinees (Area Managers/Branch Managers & other Staff Members)

**Highlights:**

* Merit of appointing 23 new franchisees and 3 master franchisees
* Distinction of getting Special Recognition for appointing the master franchisees for the first time in NIFE’s history
* Recognized for achieving break-even in less than 3 months for most of the franchisees appointed

**Previous Experience**

**Sep’ 07 – Dec’ 10 ICICI Prudential Life Insurance Co. Ltd., Mumbai Area Manager**

**Highlights:**

* Recognised for managing multiple branches of the region (Central and Western Mumbai)
* Ranked 1st SM-CD in the entire state during the financial year 2007-2008
* 4th rank ADM in entire state during the financial year 2008-2009
* Distinction of achieving 200% + target in the 2nd quarter of 2009-2010

**Nov’ 05 – Sep’ 07 The Times of India, Mumbai Business Manager**

**Highlight:**

* Played a key role in developing & assisting multiple corporate clients with the total recruitment solutions
* Responsible for handling the appointments category for Mumbai Region i.e. Timesjobs.com the e-recruitment portal, new initiative by the BCCL Group and The Ascent: in print

**Jul’ 04 – Oct’ 05 Tata Teleservices Maharashtra Ltd., Mumbai Group Leader (Corporate Sales)**

**Highlights:**

* Merit of receiving various awards for building & maintaining long term relations with various corporate
* Recognised as a Key Account Manager for more than 100 top corporate accounts
* Efficiently handled and assisted a team of more than 15 Corporate Executives
* Distinction of being a key interface between management and major accounts

**Sep’ 02 – Jun’ 04 Standard Chartered Finance Ltd., Mumbai Sr. Sales Officer**

**Highlight:**

* Recognised for achieving maximum ADF Facilities Projects during the tenure

Received various awards for building & maintaining long term relations with various Corporates

**Jun’ 00 – Sep’ 02 ICICI Home Finance Company Ltd., Mumbai Sr. Executive**

**Highlight:**

* Played a key role in initiating corporate tie-ups with companies like ONGC (entire Mumbai branches), Godrej, HLL, etc. including Central & State Government Companies

**Academic Details**

PGDBA in Marketing from Welingkar Institute of Management Development & Research

Advance Diploma in Business Management from Welingkar Institute of Management Development & Research

B.Com. Karnataka University

**Other Course**

GNIIT from NIIT

**IT Skills**

* Well versed with VB 6.0, VC++, C++, SQL Server 7.0, MFC, etc.

**Personal Details**

Date of Birth 12th June, 1978

Address House No. - 60, 2nd Floor, The Villa of Mokshagundams, 1st B Cross, 5th Block, Banshankari 3rd Stage, Kamakya Layout, Bangalore – 560085

Languages Known English, Hindi, Kannada & Marathi