

SHEETESH SHARMA

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Summary-

Business leader with 11+ years of experience across Retail, E-commerce (Eyewear & Real Estate) and automobile industry with experience in B2B and B2C space across organizations such as Mitsubishi, Madura Fashion, Lenskart and Magicbricks.

Industry Exposure**Magicbricks.com- Times of India Group**

May 2019 to Present

Zonal Business Head- North India

Role-

Managing B2C Sales & Operations of North India, Revenue Generation, Expansion, New Initiatives, Defining Process, Customer Service, Lead Generation, NPS, Leadership and Team Management

Key Achievements:

- Leading team for Incremental revenue by 2X compared to FY 2018-19
- Increase Lead Generations – 30% with Conversion of 17% Per Month
- Incremental AOS from 2200 to 4900
- Increase the Leads to our sales funnel by using the sales team as Sales force multiplier, Earlier, Leads were generated only through inside sales teams, which led to offline leads being missed out, this was soon adopted as the standard practice across Magicbricks, Pan India.

Lenskart Solutions Private Limited

Nov 2014 to May 2019

City Head Sales & Operations- North India

Role-

Managing B2C Sales & Operations of North India, Revenue Generation, Expansion, New Initiatives, Defining Process, Customer Service, Lead Generation, NPS, BTL Activities, Promotional Campaigns, Leadership and Team Management and P&L, also into planning of inventory for FOS.

Key Achievements:

- Leading team for Incremental revenue by 2X compared to YOY
- Have successfully managed Mumbai and Pune as an extra responsibility from 2016-17, Increase Lead Generations – 10% with Conversion of 17% Per Month (Referrals)
- AOS Improved by 35% during the tenure, NPS have improved from 45% to 65%, Tied up with many events for promotional campaigns for BTL

Madura Fashion & Lifestyle

Van Heusen

Dec 2010 to Nov 2014

Cluster Manager

Role-

Managing Store Sales & Operations of Rajasthan and Delhi, Revenue Generation, SOP, Audits, New Initiatives, Defining Process, Customer Service, BTL, NPS, (COFO, COCO)

Key Achievements:

- Delivered Business with YOY growth of 11%
- CRM and CSAT was highest nationally, along with SOP Audit Score
- Growth in KPIs, improved AOS to 3500 from 2999
- Improved in waling of my stores by taking different initiatives to get more walk-ins, Corporate tie-ups
- Was Awarded as Mentor of the year by Retail Terrain, also awarded as Innovative manager of the year.

Mitsubishi Motors- Hindustan Motors Group

July 2009 to Dec 2010

Sales Consultant

Role- Sales (Luxury Segment Cars)

Revenue Generation, Customer Service, Lead Generation, Customer Profiling, CSAT

Key Achievements:

- Got 3rd Degree training from Mitsubishi
- Customer Profiling, Customer Relationships, CSAT

Projects: Marketing and Dealer Orientation

- Exide Industries Ltd
May 2008 to June 2008
Management Trainee

Education:

- **MBA in Retail Business Management & marketing- 2007-2009**
Macer's MIT College Of Management, Pune, Maharashtra
 - **Bsc Bioinformatics- 2004-2007**
Maharaja Ranjit Singh College, Indore, Madhya Pradesh
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