

# VIKAS SAHNI

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📍 Noida, Uttar Pradesh

## PROFESSIONAL SUMMARY

- Self-motivated professional successful in seizing viable opportunities for expansion in FMCG, Banking, Consulting, Mobile industry and IOT space. Having persuasive, open and flexible attitude with a history of engaging customers and building sustainable revenue streams for business longevity.
- Offering 20 years+ experience in increasing profits, increasing volumes, reducing costs and transforming customer service standards. Heading operations to ensure top line and bottom-line profitability with focus on implementing policies & procedures, developing/streamlining systems.
- Proactive with high-energy approach to building and optimizing business operations. Solid understanding of facets such as sales, business, financial & personnel management. Results-driven with conscientious attention to critical details and big-picture needs.
- Rich experience in Business Development, Sales, Channel & Distribution Network, Marketing, Revenue Generation, Team Management with conceptualization, business strategy planning & analysis for assessment of revenue potential & opportunities.
- 10+ years rich experience of Mobile Handset Industry, handled and created network from both brand as well as channel partner side. Handled International sales and set up Distribution in Nepal, Bangladesh, Sri Lanka, Maldives, UAE, Africa and worked as online and offline retail distribution partner.

## WORK HISTORY

**Aioter Tech Pvt. Ltd.**

**Head - Business Development & Operations**

*New Delhi, Delhi • Oct'2019 - Current*

- Established Start-Up in IoT & Smart Home Automation segment with core focus to make it a mass market product.
- Vision is to make a smart technology driven company offering futuristic products to the common man giving them an option to search, explore and understand what technology can do for them.
- Taking care of business development as well as operations. Also helping in new product development, vendor management, tie ups for procurement, manufacturing & assembly and quality control.
- Created distribution network for offline and online sales & Service touch points with pan India presence and through leading online market places.
- Conceptualization & designing of all marketing tools, POS material.
- Ideated the concept of UV Sanitization Box & UV Air Sanitization for COVID essential products.

## SKILLS

- Business Operations
- Business Development
- Business Administration
- Strategic Planning
- Channel Management
- Distribution Network
- Operations Management
- Revenue Generation
- Business Planning
- Project Management
- Team Management
- Cost Analysis and Savings
- Employee Development
- Data Collection and Analysis
- Financial Management
- Credit Analysis
- Recovery

## EDUCATION

**Institute of Management Studies, DAVV, Indore**  
M.B.A (Marketing)  
1998

**Jamia Millia Islamia**  
**New Delhi**  
B.E.(Mechanical)  
1996

**Kendriya Vidyalaya**  
**Janakpuri,**  
**New Delhi**  
AISSCE - 1992  
AISSE - 1990

### Vikalp Ventures

#### Business Head

*New Delhi, Delhi • Jan'2013 - Sep'2019*

- Started Mobile Device Distribution house catering to online and offline retail space. Distribution Partner of Micromax Mobile (leading India Mobile Phone Company) and Mobiistar (Vietnamese Mobile Phone).
- Successfully captured offline market share by various Sales and GTM strategies. Launched successfully new brand Mobiistar in South Delhi market.
- Set, enforced and optimized internal policies to maintain efficiency and responsiveness to demands. Devised, deployed and monitored processes to boost long-term business success and increase profit levels
- Oversaw business budget planning and administration, accounting functions, purchasing and sales to handle financial needs.
- Determined areas in need of improvement and devised targeted corrective actions for each concern to maintain optimal business operations. Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.

### JobGuru India

#### Business Head

*New Delhi, Delhi • Jan'2013 - Oct'2013*

- Offered integrated approach to fill the skill gap of urban India.
- Started learning centers all over India to provide short term industry specific job-oriented courses and offered 100% placement assistance.
- Started courses in sales, service function of mobile industry and sales function of automobile industry.
- Provided outstanding coaching to team and students, which boosted efficiency throughout company.

### Micromax Informatics Ltd

#### General Manager - International Sales

*Gurgaon, Haryana • Feb'2010 - Jan'2013*

- Promoted to GM (International markets) from GM (SAARC). Handled territories of Nepal, Sri Lanka, Bangladesh, Maldives, Middle East and Africa.
- Delivered business strategy and developed systems and procedures to improve operational quality and team efficiency
- Oversaw inventory by ordering precise quantities of stock and executing corrective actions to drive profitability.
- Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
- Started, maintained and sustained business in virgin overseas territories.
- Handled Marketing, After Sales Service, New Product Development, Sales and Distribution functions.
- Established # 1 brand in multi-SIM category and # 2 overall in Sri Lanka & # 3 brand in Nepal
- Was stationed at Micromax Dubai International office for a year.

### Idea7 Business Solutions Private Limited

#### Business Head

*Navi Mumbai, Maharashtra • Sep'2007 - Jan'2010*

- Ideated the concept of "JobGuru" and employability plug-ins for educational institutions. Started dedicated trained manpower project for clients.

- Offered value added services like HR contracting/temping services. Stream lined sourcing process and operations to achieve maximum output from the resources
- Worked closely with Dealers of Automotive companies to understand their manpower challenges, devised a strategy and offered solutions across India.
- Started multi location learning centers with Federation of Automobile Dealers Association - FADA Academy to cater the skilled manpower shortages in Automobile Industry.

#### **Dena Bank - Govt. of India undertaking PSU Bank**

##### **Regional Marketing Manager (Scale - III)**

*Mumbai, Maharashtra • Oct'2005 - Sep'2007*

- Boosted customer satisfaction ratings, increased client retention, grew market share and decreased lag time by implementing process improvements. Managed centralized marketing resources for entire area.
- Promoted a customer eccentric culture among branches by identified and appointed specified persons from branches and trained them for marketing activities.
- Managed execution of the marketing events and sales promotion opportunities and devise innovative promotional activity.
- Performance appraised by UTI Mutual Fund, Reliance Mutual Fund and ICICI Prudential Mutual Fund by several trophies and certificates.

#### **Allahabad Bank - Govt. of India undertaking PSU Bank**

##### **Marketing Manager (Scale - II)**

*Mumbai, Maharashtra • Sep'2004 - Oct'2005*

- Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Increased awareness level by rigorous marketing of products.
- Started third party selling to generate non interest commission.
- Assisted HO on new product development/modification of existing products

#### **Bikanervala Foods Private Limited**

##### **Area Sales Manager**

*New Delhi, Delhi • Nov'2001 - Aug'2004*

- Set and achieved sales targets for Delhi region.
- Expanded product distribution by adding new distribution points in region, including convenience stores, distributors, retail supermarkets and food services.
- Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
- 100% increase in sales and achieved seasonal target every year.
- Increased 50% additional market coverage through proper beat/route planning.
- Achieved primary and as secondary sales of the Distributor, SR wise, and variety wise month on month.
- Utilized funds & schemes for the market effectively.

## **Parle Sales Services Ltd**

### **Area Sales Executive**

*New Delhi, Delhi • Sep'1999 - Nov'2001*

- Started direct distribution system in the territory.
- Handled events and promotions in the zone.
- Activated key accounts, institutions & fat dealers/wholesalers in the area.
- Monitored sales team performance, analyzed sales data and reported information to area managers.
- Increased retail volume by effective market coverage, service and route planning

## **EXTRAS**

- International faculty of Art of Living Foundation and loves to work for society.
- Ministry of Ayush, Govt. of India certified & Yoga Alliance certified 200 Hours Yoga Trainer.
- Public Speaker and conducts workshop on Mind Management, Stress management.
- Likes writing, painting, swimming, interacting with people and travelling.
- Date of Birth - 22nd August 1975.