

# Sandeep Pandita

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Senior Leadership Professional with proven experience of 18 Years in leading large business Operations in Channel sales, B2C, B2B domain, Retail Formats, setting Digital Distribution channel, Trade Marketing, Sales Program & Process Management & Capability Building

## Certifications & Academic Credentials

- EDP program on Leadership & Change management from XLRI Jamshedpur.
- Certified Digital Marketing from Digital Vidya (Certified from V-skills & Google)
- MBA (Marketing) from Symbiosis Pune
- Bachelor of Engineering from WCE Sangli Maharashtra
- HSC/SSC from CBSE Board with Distinction

## Core Competencies

- Sales Planning | Go to Market Strategy | Distributor & Retailer Management | Merchant onboarding
- BTL Campaign | Vendor Management | Distributor & Retailer Meets | Budgeting | | Retailer NPS | Market Activations | Retail Insights | Remittance Payment | P2P | Money Transfer
- Sales Program & Processes SOP Creation | Market Governances | Audit & Compliance | Retailer Engagement programs | Call Center & Dealer Helpline Management.
- Employee Engagement | Reward & Recognition | Incentive Programs | Contest
- Digital Transformation | Digital Distribution | Digital Analytics | Digital adoption | Digital marketing
- Training | Capability Building | Upskilling | Content Curation Creation | Gamification | Surveys | E-learning
- Regional Experience: Vast exposure of working in Delhi, UP, Punjab, Rajasthan & Kolkata

## Head, Business Transformation & Sales Capability – UP East, Vodafone Idea Ltd. 2016-Present

- Customer & Revenue Market share: Responsible for driving overall Customer and Revenue Market share worth 120 Cr revenue pm with the help of 6 Zonal teams, 45 ASM and 300 TSM ,1K Distributors and 3K FOS.
- Channel Distribution: Responsible for channel distribution of 1 Lac + retail Outlet base and 700 Distributors and Setting up the complete digital distribution ecosystem.
- Trade Marketing: Strategize a roadmap to create great Retailer and customer excellence experience in terms of the availability, visibility of products & services and winning retailer advocacy (Retailer NPS)
- Planning: Part of leadership team in strategizing planning go to market strategy of the key projects driven from corporate time to time and ensure Compliance and implementation on the ground with results.
- Team Engagement: Continuous Engagement by conceptualizing & designing time to time new incentive schemes, contest for complete sales teams and retail Partners to ensure highest level of engagement.
- Data Analytics: Working with cross functional stake holders in setting up the targets with the help of Big data analytical tools and empower teams to overachieve the targets and continuously reviewing performances.
- Governance: Successfully conceptualized and executed strong governance mechanism for all Channel partners, Sales team, promoters by adopting digital way of working.
- Training Development: laid out strong induction and certification process, upskilling by imparting continuous training, coaching to team to build competencies and capabilities.
- Vendor Management: Overall Management of vendors, agencies end to end in terms of manpower agreement, payroll, hiring, attrition and compliance productivity and costing
- Budgeting: Ensure the profitable delivery of all trade promotions by ensuring ROI and by rationalizing budget costing, negotiations with vendors / agencies
- Go-To-Market Strategy: Strategies all go to market /communication related to new product launches/ processes by creating 360-degree SOP and governance & implementation till last mile.
- Inside Sales: Successfully set up 100 seater Inbound & Outbound Dealer helpline call center for trade support with 99% SLA.





### Zonal Business Manager, M-pesa Operations | Vodafone India Ltd., Delhi 2012-16

- Mobile Payment Launch: Responsible for setting up new Business in market (m-commerce) by setting up complete Distributor, agent and merchant network by strategizing and planning as per market trend.
- Part of leadership team at Mobile commerce mpesa heading offline and online merchant space. scaled the business 9x in 1 year which was breakthrough transformation.
- Retention & Loyalty: Coordinating with cross functional marketing teams on customer retention, acquisition and building loyalty programs time to time to increase customer retention and usage.
- Product Life Cycle: Looking after complete product portfolio and working on product life cycle for payment scenarios with product research and prototyping and Go to Market.
- ATL/BTL: Heading sales and Marketing campaigns for the Mobile commerce business by providing inputs on the digital marketing team & make product visible by doing ATL/BTL campaign in the market.
- Team Management: Scaled team from 50 to 300 Compliance officers, Associates and imparting end to end coaching, training to the team to be highly productive unit.
- Market Research Successfully done research on competitor analysis of all remittance players, Merchant Network, money transfer and utility payments & Services by keeping abreast of market trends and insights.
- Worked closely with other stake holders in the leadership team to drive continual improvement and Innovation On products, pricing, policy and process
- Remittance, P2P /P2U corridor building, deep rural penetration for utility services and enabling digital India Mission on financial inclusion for unbanked and under banked citizens.
- on boarded top merchants on B2B Salary disbursal, Collection, Disbursement like Home Credit / Hero Payment / Piyo Jal enabling digital payments

### Retail Cluster Head | Sales & operations | COCO & Franchise Stores VIL, Delhi | 2009-12

- Retail Operation Responsible for the overall store operations both Owned and Franchise stores and customer experience delivery across all company owned 17 Stores & 52 franchise stores
- Strategizing and planning in line with corporate to ensure excellence execution on Sales, Service and customer experience and NPS across all touch points.
- New Retail Rollout: Successfully led the project of setting complete retail footprint of 5K Sq. ft. of retail area and converted 250 Hutch Teleshops to Vodafone Ministores in Delhi in terms of layout and look & feel.
- P&L Management: responsible for profitability of the retail stores and ensure P&L / EBITA by focusing on upselling and cross selling new data products and Value-added service and conversion per walk-in
- Customer Service (NPS): Servicing of 2.5 lac walk-in customer and ensuring 100% customer net promoter score by timely closure of all Escalations, Issues, Retention & Churn related complaint.
- Branding & Visual Merchandising: responsible for the store look and feel, Visual Merchandising, overseeing ambience, branding, and walk-in service.
- Life cycle management of associates with the help of HR for hiring, induction, training, appraisal and review of employees and controlling employee attrition <10%
- Business Volume: Clocking Monthly Post-paid Billing of 3 Cr, Prepaid 2 Cr, 10K Postpaid Activations, 5 K Prepaid Activations, 3K Data cards & 5K VAS.



### Area Sales Manager, Channel Sales | Vodafone India Ltd (Erstwhile Hutch), Faridabad | 2007-09

- Looked after prepaid distribution in Faridabad with team size of 4RM's and 4 MD. Clocking business volume of 5Cr, 15K activations.
- Responsible for servicing overall distribution in width and depth and ensure servicing of all recharge Outlets in the territory with focus on trade satisfaction and retailer advocacy
- Identifying and developing new streams of revenue growth by continuously upsell and cross sell



- Responsible for managing and servicing of 5K outlets and expansion of the distribution by appointing distributors and AD model in peripherals.
- Training, induction of new sales representatives and retailers on new product, processes and schemes
- Remaining abreast of the competition by taking regular feedback and updates from market on different product, schemes and offerings and take prompt action accordingly

#### **Zonal SME Lead | Bharti Airtel Ltd., Punjab -Jalandhar |2005-07**



- Strategic development and management of corporate accounts across sectors like BFSI, FMCG, Media, IT, Healthcare and Textile for various telecom solutions
- Handling complete corporate B2B division including sales, revenue and operations for complete region by overseeing planning, revenue management and overall operations
- Collaborating with Product development teams to conceptualize and rollout product with optimal resource for Pan India client.
- Headed institutional corporate sales for complete Jalandhar and upcountry towns region with key focus on Channel expansion and extraction per account in both volume and value
- Pitching entire gamut of product portfolio in sales entailing Business Development & Marketing for Promoting various products lines in the assigned region.
- Looked after top key clients like RCF Kapurthala, ITL Sonalika, JCT, and Army Jalandhar Cant. Sports Association, Top Hospital, Gurunanak Hospital and Clocked ever highest 15 cr revenue.
- Successfully appointed 15 ESA/CSA/DSA channel partners with Turnover of 2 Cr and ensuring ROI & profitability by timely intervention on Product, process, governance and Funnel management.

#### **Key Account Manger Sales & Operations | Reliance Infocomm, Delhi |2002-05**



- Launched complete Optical Fiber project from inception to execution rollout in North Delhi and made 3K Buildings connected with Optical fiber and made triple play service ready on video, Voice & Data
- Liaison with technical pre-sales teams in understanding client requirement and providing complete telecom solutions service to corporate client
- Handling complete B2B vertical including sales, revenue and operations for North & East Delhi with the help of associates and work on lead generation & funnel management.
- Implemented best initiative of appointing 50 Local cable Operator model to sell wireline services in Delhi & Ncr to extend the reach and penetration of the telecom wireline services.
- Responsible for selling entire gamut of product portfolio Landline, internet access, Leased line, PRI, Centrex, EPBX Solutions
- Launched Reliance India Mobile (RIM) in North Delhi by appointing 1K DAE's (Dirubhai Ambani Entrepreneurs) and clocked highest order of 10K from Top Clients like OM logistics, Agarwal Movers & Packers, Arihant Travels

#### **Notable achievements**

- Three times winner of Strike Force/ circle combat –International trip Contest in Vodafone
- Winner of esteemed Regional North Star Contest in Vodafone three times in row from 2009-11
- National Award Winner in mobile payments (mpesa) in highest Money transfer in pan India.
- Awarded nationally with the best Trade Engagement Manager in 2014.
- Recognized for the best GTM strategy on the 4G seamless launch in Delhi & Ncr
- Ranked No1 in Trade Marketing and engagement on launching Udaan & Pragati Initiative in Delhi
- 3 Successful big Business launches Reliance FTTH, DST model in Airtel, Mpesa in Vodafone India Ltd.
- Awarded with Achievement of highest customer acquisition from promoter channel in Delhi
- Best Sales Capability Manager in setting up sales automation and digital distribution system in VIL