

JITENDRA NARAYAN DAS

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An enthusiastic & high energy driven professional, targeting senior assignments in Sales & Marketing / Strategic Planning /Portfolio Management/ Team Management roles in Banking & Financial Services industry

PROFILE SUMMARY

- Competent professional with over 19 years of experience in leading business planning , including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- Experience in cross-functional business management, enterprise account management, people management, solution selling and consulting-led sales engagements, managed large business initiatives and virtual teams to develop and create sales potential in new markets
- Built annual sales plan, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort, realistic costs of operating the sales force and sales promotion plans and so on
- Strategized and planned sales process management, forecasting, pricing, key account management, expenses, profitability, new product development, market research and brand strategy
- Expertise in Banking & Financial Services, Consulting, Sales & Marketing, General Management, Financial & Advisory/Portfolio Management
- Expertise in Business Development & Growth (B2B & B2C) in financial advisory & portfolio management
- Possess excellent interpersonal, communication & organizational skills with skills in team management & customer relationship management

CORE COMPETENCIES

~ Sales & Marketing
~ Forecasting
~ Budgeting

~ Business Development
~ Portfolio
~ Financial Services

~ Channel Management
~ Key Account Management
~ Team Management

NOTABLE ACHIEVEMENTS ACROSS CAREER

- Promoted as Cluster Head then Odisha Head from Branch head in a span of 3 Yrs in ICICI Prudential Mutual Fund.
- Awarded Best performer for selling highest number of PMS in ICICI prudential Mutual Fund.
- Added 1400 Crs of Mutual Fund AUM in last 7 Yrs for Axis Mutual Fund across Odisha & Chattishgarh.
- Ranked Pan India No 1 in a single NFO by doing 102 Crs from Axis Bank Odisha Circle.

ORGANIZATIONAL EXPERIENCE

Since May'12 Axis Mutual Fund Limited.
May'12 - Mar'13 Deputy Manager
Apr'13 - Mar'15 Manager, Area Manager, Odisha
Apr'15 - Mar'19 Senior Manager, Territory Head, Odisha & Chattishgarh
Since April'19 Asst. Vice President, State Head, Odisha

Key Result Areas:

- Managing sales & operations management across the states by strategizing & implementing new ideas
- Helping team of financial advisor's on product knowledge & economy activities.
- Advising team members on scheme performance, update on economy & market for proper asset allocation, need to be rebalanced time to time
- Conducting various training programs and educating them on various products & economy activities.
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels
- Boosting growth in current and additional vertical markets and product categories
- Steering business planning of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipe-line management and hosting constructive meetings
- Helping the team with opportunity identification and proposal development including development, education and nurturing of business.

- Leading investment advisory & acquisition of new business from HNI clients, trusts, associations, societies, clubs, companies and government institutions.
- Mentoring Sales & Operations Area Team for achieving targets, client retention and distributor engagement programs across assigned region.
- Presenting knowledge based programs, training classes in the assigned area for distributors/ advisors & clients
- Liaisoning with Axis Bank Circle office of Odisha & Chattishgarh for Business Promotions & developments with proper designed campaigns.

Highlights:

- Led the brand building at Odisha & Chattishgarh, recruited all resources and created a new market for Axis Mutual Fund from ground zero
- Skilled in leading the development and implementation of annual sales plans that resulted in consistent sales increase, achieved sales growth that consistently outperformed key competitors and the industry as a whole
- Monitored the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and electronic bulletins
- Conducted statistical analysis to determine potential growth designed sales performance goals and monitored performance on a regular basis
- Mobilised 102 & 110 Crores in two NFO, Axis Dynamic Equity Fund & Axis Multicap Fund.

PREVIOUS COMPANIES

Apr'10-May'12	ICICI Prudential AMC Ltd., Odisha Head, Bhubaneswar
Apr'08-Mar'10	ICICI Prudential AMC Ltd., Cluster Head, Cuttack
Jun'07-Mar'08	ICICI Prudential AMC Ltd., Branch Manager, Berhampur
Dec'04-May'07	MetLife India Insurance Co Pvt.Ltd., Sales Manager, Bhubaneswar
Mar'02-Nov'04	SIFY Ltd., Channel Management Officer, Bhubaneswar
Jan'01-Jan'02	Parle Soft Drinks Pvt.Ltd., Area Sales Officer, Bhubaneswar

ACADEMIC DETAILS

2001	PGDBM from Institute of Management Bhubaneswar with Marketing & Human Resource as Specialisation.
1998	B.Com. from Berhampur University, Berhampur (Odisha)

TRAININGS

- Orientation & training program on Financial Market from Knowledge foundation (A ICICI Prudential Initiative) in 2008

PROFESSIONAL AFFILIATION

- NISM Series V-A Mutual Fund Distribution

PERSONAL DETAILS

Date of Birth:	17/03/1977
Languages:	English, Hindi, Odia
Mailing Address:	Block-B-403.LTB Ashish, Jharpada, Bhubaneswar
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