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| **ABHAYA KUMAR GIRI**  **Mobile**: +91-9776389111; **E-Mail**: aviritanurag@gmail.com  **Address**: Madhukunj Enclave, Rasulgarh, Bhubaneswar |

**Channel Sales & Business Development**

**Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies.**

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| **AREAS OF EXPERTISE**  **Sales & Business Development**  **Dealer Management**  **Training & Development**  **Client Relationship Management**  **Channel Partner Management**  **Collections**  **Market Development**  **Territory Management**  **People Management** | **PROFILE SUMMARY**     * Result driven, hardworking & workaholic, determined, adaptable, a quick learner and have a go-getter attitude with over 14 years of experience across the diverse spectrum of Telecom and E-commerce sector including area of expertise in:-Channel management, Business development, Key account management, Sales operation, Market Development, Team Management. Business Analysis, Process Improvement, Establish performance metrics. * A top sales performer with natural aptitude to identify & capitalize upon opportunities to maximize sales revenues and optimize company benefits * Excellent communication & people management skills that have been honed through managing cross-functional teams * Presently working as Regional Key Account Manager at Inthree Access Services Pvt Ltd for East Region and roll out the business operation in **Odisha, West Bengal, Bihar, Jharkhand and Chhattisgarh.** |

**WORK EXPERIENCE**

**December 19 - till date: Inthree Access Services Pvt Ltd. (Rural E-commerce) as Regional Key Account Manager (East)**

**Key Result Areas**

* Developing a solid and trusting relationship between major key clients and company.
* Monitoring the sales, distribution and warehouse operation of the region.
* Resolving key client issues and complaints.
* Managing communications between key clients and internal teams.
* Managing account team assigned to each client
* Strategic planning to improve client results.
* Establishing and overseeing internal budgets with the company and external budgets with the client
* Working with design, sales team, creative, advertising, logistics, managers, marketing, and team members from other departments dedicated to the same client account to ensure the highest quality of materials are being produced and all client needs met
* Collaborating with the sales team to maximize profit by up-selling or cross-selling
* Planning and presenting reports on account progress, goals, and quarterly initiatives to share with team members, stakeholders, and possible use in future case studies or company training
* Meeting all client needs and deliverables according to proposed timelines
* Analysing client data to provide customer relationship management.
* Expanding relationships and bringing in new clients.

**Key Accomplishments**:

* Enhanced the sales revenue by organizing various village level activities and affiliates engagement program.
* Streamlined the delivery Tat all across the states by appointing new channel partners.

**Apr’18 - till date: Inthree Access Services Pvt. Ltd. (Rural E-commerce) as State Head-Odisha**

**Key Result Areas**

* Managing a team of 1 DL, 6 TMs, 20 RSOs, 12 DEs and 7 Members Warehouse Team
* Monitoring Sales, Distribution, Service and Logistics team for entire Odisha for B2B and B2C model; facilitating the **FC** management and engagement as well as appointing new partners to cover all pin codes of Odisha
* Leading business planning & performance of channel partners, including development & execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
* Spearheading Odisha territory for E-Comerece segment through distribution network; directing all operational aspects including distribution operations, customer services, human resources, administration and sales
* Providing consistent partner management to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
* Developing & executing customer level engagements that maximize entire customer lifecycle value; engaging stakeholders including vendors, marketing teams and channel partners to ensure that common goals are achieved
* Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets & product categories

**Key Accomplishments**:

* Enhanced the sales revenue by organizing various village level activities and affiliates engagement program
* Increased revenue from INR 15 Lakhs to 3 Cr. per month
* Expanded the channel partner from 12 to 117 in Odisha.
* Played a key role in setting-up the sales & distribution team of Odisha of 30 people
* Awarded as the best State Head in the year 2018/19 in Pan India for highest business growth.
* Awarded as the **Trend setter** for pan India for conducting village level activities for business drive as well as brand awareness program.

**Sep’15 – Mar’18: Reliance Jio Infocom Ltd., Bhubaneswar as Deputy-Manager- Sales & Distribution**

Area: JC; Location: Khordha, Nayagarh

**Key Result Areas**

* Led a team of 35 members (1CL, 1JPL, 11 JPM, 11 JPAM, 9 DSS and 2DRS)
* Chalked out a process-oriented business model and built growth oriented, committed and systematic distribution network thereby leading to faster, wider and deeper distribution expansion in Khordha Jio Centre
* Monitored sales & distribution network of the assigned territory which covers sales planning, adherence to sales policies and management of distribution channels including stockiest, wholesale & retail
* Evaluated & minimized gap for new business opportunities for the organization while adhering to the reporting systems & procedures as per timeline

**Key Accomplishments**:

* Successfully launched Reliance JIO in four districts of Odisha.
* Successfully appointed two RDS (Device Distributors) and 11 ARDs (Connectivity Distributors) along with 11 Jio Points
* Awarded as the best S&D Lead in circle for three consecutive quarter in 2017/18.

**Jun’13 - Sep’15: Dishnet Wireless Ltd., Cuttack as Assistant Manager - Sales (ASM)**

Area: Based at Bhadrak; Zone: Cuttack

**Key Result Areas**

* Led a team of 03 TSM and 07 RSE; generated Market share, sales revenue, set targets & evaluate secondary placement & target achievement of revenue from individual TSMs, TSEs and Distribution Sales Executive
* Imparted On-Job-Training to team of Distribution Sales Executives
* Facilitated POS communication, new business opportunities, understanding consumer insights with help of market feedback, analyzing retail trends, managing competition, guiding sales team for growth and ensuring consumer satisfaction
* Tracked performance of towns in the zone and initiated review with the TSM, TSE and DSE on distributors

**Key Accomplishments**:

* Achieved primary targets for ERC & RCVs through close supervision of Distribution Sales Team
* Augmented the revenue from 53lacs to 1.19 Cr. by appointing 12 distributors

**May’10 - Jun’13: Vodafone Spacetel Ltd., Sambalpur as Sr. Executive- Sales (RM)**

Area: Based at Jharsuguda (Odisha); Zone: (Odisha)

**Key Result Areas**

* Led a team of 02 PSR and 10 DSE; devised effective deal plan, controlled trade spends, developed channel specific programs, planned and implemented result-oriented and cost-effective consumer promotions
* Addresses sales force training needs, developed selling aids and designed effective sales force incentivization plan
* Facilitated business planning and analysis, sales budgeting, sales analysis, channel wise analysis, sales promotions, competitive activity report and sales technology needs
* Managed a chain of preferred retailers in the geography to enhance company visibility and required customer service

**Key Accomplishments**:

* Awarded Vodafone Hero for three times and Vodafone Superstar seven times for maintaining quality acquisition while meeting targets; won the Circlecombart for Best Distribution KPIs twice
* Succeeded in launching new town in Brajrajnagar and Belpahar rural areas and completed all PSR & DSEs trainings
* Developed a process-oriented business model and built growth-oriented, committed & systematic distribution network thereby leading to faster, wider and deeper distribution expansion in Gwalior Zone

**Dec’08 – Apr’10: Bharti Airtel Ltd., Bhubaneswar as Rural Territory Manager – Bhubaneswar**

Zone: Bhubaneswar

**Key Result Areas**

* Supervised a team of 1 rural super and 35 rural distributors
* Allocated targets and evaluated secondary placement & targets for SIM, ER & RCVs from individual Distribution Sales Executive; imparted On-Job-Training to the team of Distribution Sales Executives
* Upgraded the coverage plans and driving secondary business culture to the micro rural of the assigned territory for enhancing the current business

**Key Accomplishments**:

* Successfully launched and implemented the RD plan in Balasore rural areas
* Bagged twice the Best TSM award for the circle

**Apr’06 – Dec’08: Bharati Airtel Ltd., Bhubaneswar as Sales Executive – Blackberry Sales and Support Associates**

Zone: Bhubaneswar

**Key Result Areas**

* Managed 3 Airtel connects as Blackberry Spoke as both sales & service
* Worked with HNI and corporate sales individual members

**Key Accomplishments**:

* Contributed as a part of the successful Airtel Blackberry Launching Team of Odisha in 2006
* Sold 137 blackberry handheld with advance INR 6999 rental plan in November 2007

**EDUCATION**

* MBA (Retail Marketing) from NIRM, Ahmedabad in 2012 with 70%
* B.E. (Electronics & Communication) from Asian institute of Engineering and Management in 2004 with 68%
* Diploma Engineering from B.O.S.E, Cuttack in 2000 with 61%

**PERSONAL DETAILS**

**Date of Birth:** 14th July 1980; **Languages Known**: English, Hindi and Oriya