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| Debashis Mohanty  +91-9124054409  itsmedebashis@gmail.com  Achievement-driven & high performance management professional targeting senior level assignments in **Channel Sales,Enterprise** sales with an organization of high repute  **Location Preference:**Odisha / Raipur / Eastern India  Core Competencies   |  | | --- | | * Strategic Sales Planning | | * Business Growth & Development | | * Channel / Distribution Management | | * Enterprise Business Development | | * Market Analysis | | * Profit Center Operations | | * Brand Management | | * Product Promotion | | * Key Account Management / Client Relationship Management |   Soft Skills    Decision Maker  Team Leader  Logical  Analytical  Collaborator  Motivator  Communicator | Profile Summary   * **MBA (Marketing Management / Human Resourse Management)** professional with **14.5 years** of experience in **Market Research, Channel Sales & Marketing, Strategy Planning, Merchandising, Product Planning &Launch, and Revenue Generation** * Played a key role in managing the Enterprise Business for **Digisol Systems Ltd.** in Odisha * Achieved the highest revenue in channel business in C-Class City and won a couple trip to Australia in 2016 at **D-Link India Ltd.** * Pivotal role in handling the channel distribution system for D-Link in Chhattisgarh and for **Sony Ericsson Mobile Phones in Chhattisgarh** * Enhanced organizational reach & market share through the application of robust strategies, effective pricing, and excellent client relationship management * Skilled in conceptualizing robust plans for market development in different segments for better market penetration as well as driving innovation * Expertise in building long-term relationships with new & existing customers at all levels, ecosystem partners and internal stakeholders to drive aggressive sales growth * Excellent organizational, communication, interpersonal, analytical, and problem resolution skills   Academic Details   * MBA (Marketing Management/Strategic Management) from Utkal University, Bhubaneswar in 2004 * BBA from Utkal University, Bhubaneswar in 2002   Work Experience  **June’19 – Till Date**  **Saraswat Enterprises, Bhubaneswar,Odisha as Manager-Operations**  **Role:**   * Leading complete engagement including budgeting, planning, formalizing go-to-market strategy, selection and execution of programs * Assisting with ongoing relationships, and aiding in engaging new business from existing clients * Enhanced organizational reach & market share through the application of robust strategies, effective pricing, and excellent client relationship management * Skilled in conceptualizing robust plans for market development in different segments for better market penetration as well as driving innovation * Expertise in building long-term relationships with new & existing customers at all levels, ecosystem partners and internal stakeholders to drive aggressive sales growth   **Aug’18 – May”19**  **Digisol Systems Ltd., Bhubaneswar, Odisha as Area Sales Manager –Enterprise Business**  **Role:**   * Steering 360-degree relationships with enterprise customers based in Odisha regions to achieve the budgeted gross acquisitions revenue * Formulating strategies for Corporate & Retails Teams; leveraging relationship management & cross-functional collaboration in matrix structure for better customer identification, contact management, campaign management, product management, & so on * Interfacing with both internal and external industry experts to anticipate client needs, drive industry mindshare and facilitate solution development * Leading complete engagement including budgeting, planning, formalizing go-to-market strategy, selection and execution of programs * Assisting with ongoing relationships, and aiding in engaging a business from existing clients. |
| Career Timeline   |  |  | | --- | --- | | **Aug’18 – May”’19** Digisol Systems Ltd., Location, Odisha as ASM –Enterprise Business | **Feb’10 – Jul’18** D-Link India Ltd., Raipur, Chhattisgarh as Asst. Manager – Channel Sales | | **Sep’04 – Jan’10** Ingram Micro India Ltd. as Senior Associate Sales | June’19 –Till date  Saraswat Enterprises, Bhubaneswar as Manager -operations |   Languages Known  English  Hindi  Oriya | **Highlights:**   * Led the delivery of the self-serve channel roadmap for all new campaigns and initiatives * Administered positioning & promotion of active and passive product sales, lifestyle range of products, roadshows, IT expo, advertisements & brand awareness campaigns * Successfully implemented various strategies for the company in order to maintain the market share   **Feb’10 – Jul’18**  **D-Link India Ltd., Raipur, Chhattisgarh**  **Growth Path**  Feb’10 – Mar’13: **Senior Executive – Channel Sales**  Mar’13 – Jul’18: **Asst. Manager – Channel Sales**  **Highlights:**   * Maintained a 70+% share of all sales through the channel for 08 (number) years * Overachieved annual sales goals of over INR 7 Crores while managing a channel marketing budget of INR 5 Crores * Played a key role in managing the channel distribution system for D-Link in Chhattisgarh * Managed positioning and promotion of active & passive product sales, life style range of products, roadshows, IT expo, advertisements, brand awareness campaigns   **Sep’04 – Jan’10**  **Ingram Micro India Ltd. as Senior Associate Sales support**  **Deputations**  Sep’04 – Nov’08: Ahmedabad, Gujarat  Nov’08 – Jan’10: Raipur, Chhattisgarh **Highlights:**   * Acknowledged for managing the channel distribution system for Sony Ericsson Mobile Phones * Devised strategies in order to maintain the market share of the company * Organized various promotional activities such as roadshows, IT expo, advertisements & brand awareness campaigns * Spearheaded West-3 region business results of five brands & their product ranges like Consumer Electronics & IT through channel * Played a key role in managing product indent, credit for channel partners, analysing business opportunity, and growth of market share |
| Personal Details  **Date of Birth:**25th May 1981 **Address:**Plot No. 90, Soubhagya Nagar, Unit - 8, Bhubaneswar – 751003, Odisha | |