PRANAYA KUMAR MISHRA

Mob: +918144448423, Email (id): pranaya1979@gmail.com

**SENIOR SALES, BUSINESS DEVELOPMENT, OPERATIONS & MANAGEMENT PROFESSIONAL**

**PROFILE**

A Senior Sales, Operations, Administration, Business Development Leader as well as Management professional having **19 years** of experience in International as well as National Level-Enterprise/E-Governance/Direct/Corporate/Institutional/PSU/Govt./Channel Sales, Rich Expertise in B2B, B2C, B2G domains, Sales Planning, Sales Forecasting, Sales Strategies, Marketing, Operations, Tender/Bid Management, Corporate Relations, Collections, Brand Promotion, Business Expansion, Key Account Management, Sales Administration, Overall Management, Handling P&L, Large Team Management & Building, Leadership with excellent understanding of business dynamics and updated market knowledge combined with creative strategies.

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**PROFESSIONAL EXPERIENCE**

* **NAME OF THE COMPANY : OSMOSIS & SWOSTIM IT Consulting Pvt. Ltd.**

**TENNURE : 1st May 2018 To 31st May 2022**

**DESIGNATION : Chief Executive Officer - CEO**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **SWOSTIM IT Consulting (Software Company): Managing** the overall organizational functions, including all departments i.e. **Business Development, Sales** under **B2B, B2C & B2G** domain in PAN India & International Market including US, UK, Canada, Asia Pacific, Africa & **Pre Sales** of **software products** & **customized solutions, SAAS** based **software solutions**, **IT products**, **Cloud, Websites & E-commerce** Web sites, **Mobile Apps**, Software Applications on UX & UI Design,Marketing, Human Resource Management & Practices, Financial Management & Accounts, Administrative Activities, Software Development Department, and Collections.
* **Responsible** developing different **Strategies** and implementing them in different department levels, Liaoning with Govt. Departments, PSUs in Top level, Corporate in CXO level, Principals, Deans, Vice Chancellor, Registrar in Universities, Colleges & K12 Schools.
* **Responsible** for increasing the **profitability** by implementing several cost cutting strategies, enhancing sales, collections & delivery. Whole soul owner of the **P&L** of the organization.
* **Team Handling**, mentoring, motivating, and leading in different department wise. Regular reviews, reporting of all team members in department wise.
* **Sales Forecasting**, **Budgeting**, **Funding**, **Strategic Decision** Making in different issues as and when required department wise.
* **OSMOSIS (Electronics Company): Managing** the overall organizational functions, including all departments i.e. **Business Development, Sales** under **B2B, B2C & B2G** domain in PAN India Market **& Pre Sales** of Electrical & Electronics basis Hardware Products, Marketing, Human Resource Management & Practices, Financial Management & Accounts, Administrative Activities, Software Development Department, and Collections.
* **Responsible** developing different **Strategies** and implementing them in different department levels, Liaoning with Govt. Departments, PSUs in Top level, Corporate in CXO level, Principals, Deans, Vice Chancellor & Registrar in Universities, Colleges & K12 Schools.
* **Responsible** for increasing the **profitability** by implementing several cost cutting strategies, enhancing sales, collections & delivery. Whole soul owner of the **P&L** of the organization.
* **Team Handling**, mentoring, motivating, and leading in different department wise. Regular reviews, reporting of all team members in department wise.
* **Sales Forecasting**, **Budgeting**, **Funding**, **Strategic Decision** Making in different issues as and when required department wise.
* **NAME OF THE COMPANY : Swash Convergence Technologies**. Ltd

**TENNURE :** 3rd February **2017** to 07th November **2017**.

**DESIGNATION : Vice President –** Sales & Marketing **(B2B, B2C)**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **Managing** the **Business Development &Sales** in **PAN India** Level catering **B2B & B2C** domains with a vital responsibility of **P&L**, **Large Team Handling** Region Wise in PAN India & International Market including US, UK, Canada, Asia Pacific & Africa. Taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible for Enterprise & Channel Sales** in **PAN India & International** Level with proper **Sales Forecasting & Planning**.
* **Responsible** for increasing the sales of different **Product Based Software, Microsoft based ERP** and **Open Source ERP** including Microsoft Windows **Azure** as **Cloud**, **Mobile Apps**, **Web portals, IT products**, including **E-commerce** web sites, **SAAS** based software solutions, Software Applications on UX & UI Design through proper strategies putting proper regional market dynamics. Examples of products (Ken Campus, Ken ERP, Ken HRMS, Ken Medics, Ken RMS, Ken Cloud, Ken Hotel etc..). Targeting Corporate, PSUs, K12 School, Colleges & Universities region wise.
* **Appointing Channel Partners, Channel Distributors & Retailers PAN India** level for the Channel Sales Operations.
* **NAME OF THE COMPANY : Luminous Infoways** Pvt. Ltd

**TENNURE :** 1st**December 2014** to 2nd**February 2017**.

**DESIGNATION : General Manager** – Sales & Marketing **(B2G & B2B)**

**JOB RESPONSIBILITIES DESPCRIPTION:**

* **Managing** the **Business Development & Sales** in **PAN India Level** catering **B2G & B2B** domains with a vital responsibility of **P&L**, **Large Team Handling** Region Wise in PAN India as well as International Market including US, UK, Canada, Asia Pacific & Africa, taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible** for **Govt. & Enterprise Sales** in **PAN India as well as International** Market including USA, UK & Africa, with proper **Sales Forecasting, Planning** and properly monitoring the **Bidding / Tender**.
* **Responsible** for increasing the sales of different **Product Based Software**, **Open Source ERP (ODDO),E-commerce web sites**, **Mobile Apps, IT products, Cloud, SAAS** based software solutions, Software Applications on UX & UI Design through proper strategies putting proper regional market dynamics for both Govt. & Enterprises. Examples of products (Smart Office, Meeting Tracker, E- Blood Bank, E-Nirman, Project Monitoring Solution, E-Hospital Implementation etc..)
* **Establishing** the proper network& relationship with different Govt. Institutions (Central/State), Nodal Agencies (ex. NIC/OCAC/ISL), PSUs, and Private Enterprises in Top Bureaucratic, Political, Top Management & CXO level, Principals, Deans, Vice Chancellor & Registrar in Universities, Colleges &K12 Schools.
* **NAME OF THE COMPANY : OnProcess** Technology India Pvt. Ltd.

**TENNURE :** 3rd**January 2011** to 25th**Nov 2014**.

**DESIGNATION : Associate Director** – Sales **(B2B)**

**JOB RESPONSIBILITIES**

* **Managing** the **Business Development & Sales** in **PAN India Level** catering **B2B** domains with **Team Handling** Region Wise, Taking care of day to day sales reporting, administrative activities & reviews of the team.
* **Responsible** for **Enterprise Sales** in Northern, Eastern, Central & Southern India with proper **Sales Forecasting, Planning**.
* **Business Development & Sales** with Corporate/Industries/Service Sectors related to **SAAS** and **Cloud** based **SAP Ariba a (Spend Management based Software Solution for Sourcing & Procurement), IT products.**
* **Establishing** the proper network with MDs, Directors, CEOs, CFOs & all other senior level management (CXO).
* **NAME OF THE COMPANY : NICCO Ventures Ltd.**

**TENNURE :** 14th**December 2006** to 23rd**December 2010**.

**DESIGNATION : State Head (B2B & B2C)**

**JOB RESPONSIBILITIES**

* **Managed** the **Business Development** in **Odisha, Jharkhand, Chhatisgarh, Andhra Pradesh** catering both **B2B & B2C** domains with **Team Handling**, Taking care of day to day BD reporting, administrative activities, Branch Management& review of the team.
* **Responsible** for Relationship Management, Networking & Nurturing with **Universities**, **Engineering Institutions, Management Institutions** for Campus Services & Solutions (Campus Programs/Training/Assessment), with Corporate for PDP Psychometric Test.
* **Responsible** for Direct **Sales & Business Development** of **Retail Training Programs**.
* Managed Campus Planning, Management & Delivery (Central or Zonal, as & when required). Assessment / Training implementation (As & when required).
* **NAME OF THE COMPANY : ICFAI - PDD**

**TENNURE :** 3rd**May 2004** to 13th**December2006**.

**DESIGNATION : S.S.O (B2B & B2C)**

**JOB RESPONSIBILITIES**

* + **Driving Educational Marketing** efforts & handling the selling of different programs (professional educational programs/ courses; other educational programs) by**(a).**Finding out prospective candidates, meeting them & providing them brief knowledge about diff. courses /facilities offered by ICFAI & convincing them for enrollment. **(b).** Finding the candidates by visiting various corporate and institutions & conducting effective presentations across premier institutions of Orissa.
* **Driving** the initiation of development work for students under ICFAI Flexible Learning Program & handling the marketing of ICFAI – Andhra Bank Student Credit Card (Joint Venture With Andhra Bank).
* **Acting** as the Academic Head for conduction of different classes under different courses under DLP mode.
* **Leading** the **Brand Promotion/ Advertising** activities, conducting **Seminars**, **Events Management** in Orissa, ensuring provision of After Sales Services & taking care of students by solving their problems regarding their academic session (Training Classes, I-Card, Admit Card, Courseware, E-Learning Packages, PDCs, DDs, etc).
* **NAME OF THE COMPANY : LUMINOUS** Electronics Ltd.

**TENNURE :** 15th**September 2001** to 14th**September2002**.

**DESIGNATION : Executive** – Sales & Marketing **(B2C)**

**JOB RESPONSIBILITIES**

* Responsible for Identifying / networking with reliable dealers, resulting in deeper market penetration and wider market reach. Ensured coordination among dealer & company for smooth process efficiency.
* Drove sales efforts across Bhubaneswar/ major districts of Orissa for attainment of periodical targets with a view to optimize revenue from primary/ secondary and achieve business excellence.
* **Gave** presentations in Govt. Sector/Institute/University/Corporate for product approvals & business generation efforts.

**FREELANCING PROFESSIONAL ASSOCIATION:**

* Was Associated with KIIT University in a **Freelancing** mode as Lead – CR for corporate relations activities (Nov 2014 - Sep 2015).
* Presently associated with two companies in a Freelancing mode: Vanik Education Services Pvt Ltd & Limelite Entertainment Pvt Ltd. Where I am responsible for providing business strategies and operational excellence.

**EDUCATIONAL CREDENTIALS**

**MASTERS DEGREE PROGRAME : MBA** (Marketing& Systems)

**TENNURE : 2 Years Full Time (2002 – 2004)**.

**NAME OF THE INSTITUTTE :** Institute of Business & Computer Studies, Bhubaneswar.

**NAME OF THE UNIVERSITY :** Utkal University, Bhubaneswar, Orissa.

**BATCHELER DEGREE PROGRAME : BE** (Computer Science & Engineering)

**TENNURE : 4 Years Full Time (1997 – 2001)**.

**NAME OF THE INSTITUTTE :** National Institute of Science & Technology, Berhampur.

**NAME OF THE UNIVERSITY :** Berhampur University, Berhampur, Orissa.

**IT SKILSS :** Windows OS, MS – Office, Sales Force, Zoho, Microsoft CRM, SAPAriba, SAP

**PERSONAL INFORMATION:**

Date of Birth : 20-12-1980.

Father’s Name : Late. Shri.Krishna Chandra Mishra.

Mother’s Name : Smt. Sakuntala Mishra

Language Proficiency : English, Hindi, Oriya, Bengali.

Nationality : Indian.

Marital Status : Married

Passport : Available.

Permanent Address : Plot No – 29,

At – Jagamohan Nagar,

Lane R – 3, Post – Khandagiri,

Bhubaneswar – 751030,

Dist – Khurda, Odisha.

Mobile No. (P) – +918144448423

E-mail : pranaya1979@gmail.com

Reference : Mr. DipteeRanjanOjha (Founder &Director – SWOSTIM & OSMOSIS)

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Mr. Anil Kumar Dash. Head – HR (RCM)

E\_Mail: [anil.d@rcm.ac](mailto:anil.d@rcm.ac)

Mob: +919937459698

**Declaration:** I declare the above information is true to best of my knowledge.

Date: . .2023

**Pranaya Kumar Mishra**

Place: Bhubaneswar. (B.E, MBA)