Curriculum Vitae

 +91 9664564844

+91 7977234553

E-mail: [subratda@gmail.com](mailto:subratda@gmail.com)

**Subrat Dash**

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| Objective | My aim is to be recognized as a top-notch marketing professional in the industry. With more than Twenty Two years of experience in sales and marketing, I am capable of handling the lead role in any challenging and innovative marketing assignment. Highly motivated, creative and versatile executive with excellent organizational, analytical and marketing skills. Possessing business acumen and well developed communication skills strengthened significantly by professional experience. |

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| Profile | I have been exposed to capability areas like   1. Analysis and trends of the industry concerned 2. Project Management 3. Scoping of projects 4. Long term corporate plan with targets 5. Manpower utilization & optimizing productivity 6. Formation &Implementation of systems and processes in Sales & Operations 7. Plan for future diversification 8. Experience in Direct, Govt. & Channel Sales Management 9. Business Development activities 10. Conceptual understanding of various technologies in IT, ITES, K-12 & Education Segment |

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| Education | **Sr. Nos.** | **Institution** | **Degree** | **Year** |
|  | **1.** | National Institute of Sales, Ahmedabad | **Post-Graduate Diploma in Sales & Marketing** | 1998 |
|  | **2.** | M.P.CCollege, Baripada | Bachelor of Commerce (Accounts) | 1996 |
|  | **3.** | B.J.College, Cuttack | HSC | 1993 |
|  | **4.** | KendriyaVidyalaya, Bhubaneshwar | CBSE | 1990 |

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| Experience | **Profile:****Freelance Consultant**  **April 2019 –**  **Hindustan Social** – a start-up, is an open networking platform for users to create online communities. It is a SBU of OSCB Solutions Pvt. Ltd.  Functional Achievements:   * Received 2 Million seed funding for development of prototype. * Got certified by Start-up India (GOI) as start up with innovation.   **Health4al**l (Start –Up) – Consulting at ideation stage. **Co-Founder****WiseMindz Ventures Pvt. Ltd.** **April 2017 – March 2019**  **WiseMindz Ventures** is a Mumbai, India based organisation formed by K-12 education industry professionals and IIM alumni along with education experts having a combined experience of 60+ man-years in various domains of education.  Functional Achievements:   * Tied up with more than 80 institutions in first 6 months of operation. * Tied up with large chains like Podar Group, Vibgyor Group, Iris Florets etc.  **OSC Head –India****Intel Corporation** **November 2015 – September 2016**  **Intel Corporation** (commonly known as Intel and stylized as intel) is the world's second largest and second highest valued semiconductor chip manufacturer based on revenue, and is the inventor of the [x86](https://en.wikipedia.org/wiki/X86) series of [microprocessors](https://en.wikipedia.org/wiki/Microprocessor), the processors found in most personal computers (PCs). Intel ranked No. 46 in the 2018 [Fortune 500](https://en.wikipedia.org/wiki/Fortune_500) list of the largest United States corporations by total revenue.  Responsibilities:   * Managing the Curriculum and Alliances for India for Intel Education Group Channel Development * Sales & Marketing * Roll out of Products   Functional Achievements:   * Worked with education service providers, content aggregation & distribution providers, learning solution ISV’s and publishers/content providers to create solutions taken to market through OEM, Channel, Online Sales or their own sales force.. * Led the development of OER / Freemium content bundles working with Multinational /Local / NGO organizations that added value to the K12 learning outcomes. * Developed & managed online sales function with Genpact as partner. * Own CXO relationships with the top 10 Education School systems, Education Service Providers, Key Education Platform providers, Test Preparation market, Education Publishers.   **Business Head,** **Island Education Services Pvt. Ltd.**  **September 2014 – November 2015**  **Island Education Servcies Pvt Ltd** is an india-based venture-backed internet company, an education startup. We’re the team behind it.  **5thseptember.com** - a web & android based teacher recruitment solution. 5thseptember gets teachers better jobs & Educational institutions better teachers. It is a web & android app for the indian education sector.  **Learnnearby** - learnnearby is an android app that is hyper-local mobile-first marketplace for tutors, trainers, coaches, etc. learners can find vetted & expert-ranked tutors for all learning subjects.  Responsibilities:   * Budget Planning & Forecasting * P&L Management * Team Management * Channel Development * Sales & Marketing * Making of Sales Policies & Product. * Roll out of Products   Functional Achievements:   * Led go-to-market strategy for B2B & B2C products with ownership of all the 4Ps * Delivered early revenue from pioneering customers. * Built 12-member field-sales & 3-member tele-sales team. * Designed marketing collateral & partook in BTL activities. * Led HR & admin functions (going beyond the call of duty being part of a lean startup) * Built perspective & relationships in the startup / venture capital space.  **Profile: Freelance Consultant,** **Edupro Learning** **November 2012 – August 2014**   * Budget Planning & Forecasting * Product Development * Channel Development * Ramping up the Sales Team * Making of Sales Policies & Product  **Profile: Associate Vice President,****Core Education & Technologies Ltd** **November 2011 – October 2012**  Responsibilities:   * Budget Planning & Forecasting * P&L Management * Team Management * Channel Development * Sales & Marketing * Making of Sales Policies & Product.  **National Head – Presales, Next Education Pvt. Ltd.** **(Previously known as Helix Technology Solutions Pvt Ltd)** **July 2010till November 2011**  Responsibilities:   * Making of Sales Policies & Product. * Formulate Marketing Campaign. * Lookout for New Revenue Generating Avenues. * Reducing the Sales Cycle Time. * Reducing Cost of Acquisitions. * Sales Manpower Budget & Recruitment.   Functional Achievements:   * Started, Formed Policies & Headed two new Verticals – Government & Affiliate. * Made Break Through in ChattisgarhGovt. * Delivered a marketing campaign of Rs. 12 crore. * Formed a 250 member sales and sales support team through direct Recruitment. * Reduced Sales Cycle time by 25 %.  **Zonal Head – East ,Helix Technology Solutions Pvt Ltd** **July 2009 till June 2010** **Zonal Manager - Gujarat, Bennett, Coleman and Co Ltd – The Times of India Group, Timesjobs.com** **December 2006 –July 2009** **Zonal Head – West, CRM , i2i Enterprise Ltd.** **November 2005 – November 2006** **Territory Sales Head, Western Zone, India, K-12 Business, NIIT Ltd.,** **November 2003 - August 2005****Territory Sales Head, Eastern Zone, India, K-12 Business, NIIT Ltd.,** **December 2001 – November 2003****Territory Sales Head, Corporate Solution Business, NIIT Ltd., Gujarat** **December 1999 – November 2001** **Sr. Business Executive, Executive Training Group, NIIT Ltd., Gujarat**September 1998 – November 1999 ***Trainee – Executive Training Group, Education & Training, NIIT Ltd., India***  **August 1997 – August 1998** |

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| Personal Details | Date of Birth: 17th September, 1974  Marital Status: Married  Languages known: English, Hindi, Oriya, Bengali, Gujarati |

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| References | Will be provided on request |