

AJAY KUMAR
DOB – 29th Sep 1992
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An **enthusiastic & high energy driven** business consultant, targeting assignments in **Business Development, Account Management and Business Strategy** contributing towards business volume and growth thereby achieving revenue and profitability norms.

Profile Summary

- Focused professional with **5 years** of experience in:
~**Business Development** ~**Account Management** ~**Strategic Planning** ~**Solution Design**
~**Solution Marketing**
- Equipped with Sales skills – Effective Communication, Relationship Building, Tactfulness, Problem Solving
- Accomplished in **understanding Market** and identifying customer **Focus Area**
- Assisted in jointly develop a product with an OEM partner to drive joint – Go to Market (GTM) Strategy
- Rich experience in **product management, product analysis, vendor management and customer relationship building**
- Travel globally for proposal defense, business development and post sales activities
- Experienced in managing Enterprise Customers across globe
- Instrumental in managing relationship with service providers, partners in different market
- Proficient in analyzing information system needs, evaluating end-user requirements
- Experience in conducting competitor analysis thru reports and secondary research
- Played a pivotal role in deal strategy formulation, identifying key win themes

KEY SKILLS

~**Strategic Perspective**
~**Data Analysis**
~**Empathetic**

~**Adaptability**
~**Self-Motivated**
~**Active Listener**

~**Goal Focused**
~**Communication Skills**
~**Organization Skills**

ORGANIZATIONAL EXPERIENCE

Ensure Services (Redington Gulf), United Arab Emirates
Assistant Sales Manager, Enterprise Services

Key Result Areas:

(May 2019 - Present)

- Build relationships with prospects and existing clients (Procurement, Finance, IT) by demonstrating in-depth institutional knowledge, understanding their specific business needs, and presenting an appropriate mix of IT products and service solutions through meetings and phone calls.
- Focuses on selling high gross margin services like IT manage services/ Outsourcing services to enterprise customer
- Experience in selling cloud-based services to small and medium enterprises
- Teach clients and prospects the benefits of IT products and services, detailing our business model and value proposition
- Work with our technical solution advisory team to deliver targeted and substantive solutions for clients
- Determine appropriate tactics to drive urgency in sales cycle, including trial meetings, teleconferences, solution demo, standard solution quotes, etc.
- Build business partnership with big players to support them in area of our core expertise and create business opportunity for both the parties
- Master the research terrain for the membership, and monitor industry trends as required
- Use existing relationships to contact new business leads within the organisation
- Pursue, negotiate, and close cross-sell opportunities, leading senior executives into active membership status through a consultative sales approach
- Work with product partners to ensure targeted and substantive resolution of diagnosed client needs.

Key Result Areas:

- Designed solution in line with customer requirement right from initiation of sales cycle, Request for Proposal to Deal Closure
- Responsible for converting leads in key categories through **Proposal Defence** and showcasing capabilities
- Managed **Commercial & Contract Negotiation** with Clients & Service providers like OEM, field support service provider, etc.
- Created proactive proposal for customers to do effective **Cross-Selling**
- Responsible for a New Product Launch based on a new technology – SD WAN
- Experienced in managing multiple OEM partners, integrating and proposing a collaborative solution to Clients
- Skilled in managing deals end-to-end for value above \$50Million
- Performed Competitive Analysis through primary & secondary research based on industries, regional presence and services (competency)
- Understood implication of latest technologies on the current business landscape
- Prepared monthly sales MIS & performance reports across the regions based on verticals (current opportunities in the pipeline)
- Conducted market analysis to assess prevalent financial & economic environment, identifying business risks & implementing effective mechanisms to mitigate the same
- Evaluated business environment to ascertain the most profitable options while working with the vendors
- Prepared weekly sales report to perform pipeline project analysis for bridging the gap between outlook & plan numbers

SKILLS ACQUIRED

- **OS:** Windows98, 2000, XP
- **Tools:** MS Office (Word/Excel/PowerPoint), SPSS
- Certification in “Developing Your Emotional Intelligence” from LinkedIn Learning
- Six Sigma Green Belt (Pursuing)

ACADEMIC DETAILS

- MBA (International Business) from Delhi School of Economics, New Delhi with 65% in 2015
- B.Sc. in Physics (H) from Kirori Mal College, New Delhi, University of Delhi in 2013; secured 77.4%
- 12th from Shambhu Dayal Modern School, Sonipat, C.B.S.E. in 2010; secured 84.3%
- 10th from Shambhu Dayal Modern School, Sonipat, C.B.S.E. in 2008; secured 80.4%

PERSONAL DETAILS

Date of Birth: 29th Sept 1992
Languages: English
Current Location: Dubai, United Arab Emirates
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