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**Amit Kumar Mehta**

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Mob: +91-9958437660

**SALES & BUSINESS DEVELOPMENT PROFESSIONAL**

**Functional Expertise**

Sales & Marketing - Business Development -Channel Management -Marketing Intelligence -Relationship Management -Team Management -Market Development-New Product Development

**Synopsis:** Performance oriented and accomplished sales and business development professional offering 06 plus years of experience in Education Industry

* Presently associated with Eduwizards Infosolutions Pvt Ltd and working as Sr. Manager handling product development and marketing activities.
* Managing a sales team of Two Resources.
* Advanced skills in leading team members in sales infrastructure development, channel management and product development
* Adept at handling geographically diverse projects
* Proficient in business planning and conceptualizing channel investment strategy including sales & marketing plan for rural & semi urban markets
* Adroit in conducting marketing intelligence, understanding market potential & implementing sales promotion activities, ensuring deeper market penetration and product placement & awareness.
* An efficient communicator combining sound coordination, interpersonal, liaising & negotiation skills with analytical & leadership capabilities to enhance organizational objectives.

**Professional Experience**

**Eduwizards Infosolutions Pvt Ltd**

**(Jan 2015-Till date)**

**Senior Manager- Sr. Manager Marketing and Sales (Jan 2015-till date)**

**Key Profile**: New Product Development, Strategic Alliances, Marketing Activities and Achieving Month on Month Sales Numbers.

* Closely working with AVP Strategic Alliances and Operations
* Handling Team of Two Managers. Guiding and motivating them for Achieving Sales targets
* New product development as per Market Demand, budgeting, expenditure control, return-on-investment calculation and profit-loss projections.
* Formulating marketing activities (ATL/ BTL) to promote products and services.
* Strategic planning to achieve the target, Target Achievement support, Target Chasing and follow ups.
* Develop Marketing plans to achieve the target in different programs based on local conditions.
* Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
* Retail Channel Management   
  Implementing various channel of product sales including Channels and intermediaries, e-commerce & m-commerce.
* B to B Channel Management

Taking care of B to B product line as well. Achieving Month on Month on Month on Sale numbers.

* Operation Management

Inventory Control and Agreement processing.

**Achievements:**

* Developed new products as per market demand in span of three months
* Presence on all the e commerce platforms
* Implementing new business model of Outsourcing and Strategic Tie up with Publishers.

**SREI Sahaj e-Village Ltd.**

**(June 2013-Dec 2014)**

**Manager- Education Services (June 2013-Dec 2014)**

**Area covered- Asaam, Orisa, Bihar, Tamil Nadu, West Bengal and Uttar Pradesh**

**Key Profile**: Streamlining the Existing Education Products, Exploring the New Education product line and achieving month on month sales target

* Handling, Motivating and guiding a 200 member’s team spread across 6 states consisting of Executives, Team leaders, Zonal Managers to consistently achieve the sales targets.
* Planning, designing and implementing various demand generating activities to keep up the sales pull at the end point.
* Conducting innovative & winning contests to enhance sales of focused brands. Ensuring awareness and implementation of sales incentive programs
* Overseeing the sales & marketing activities appropriate for the State.
* Working closely with the AVP-Education Services to develop and establish sales channels, distribution strategies and programs.
* Maintaining key customer relationships and develop and implement strategies for expanding the company’s customer base in the Five State.
* Managing overall sales process, direct and develop the field sales force to achieve targets.
* Conducting regular meetings with the ZMs / DMs and overseeing training and development of sales force and VLEs in the State
* Taking feedback from team members and encourage fresh ideas and suggestions, ensure timely resolution of issues raised by team members
* Coordinating with the HR Department on setting KRAs of team members, complete their half-yearly and annual performance appraisals, and coordinate any developmental or disciplinary actions
* Be updated with latest management trends and competitor’s and customer strategies
* Designing various Market Development programs and train the state team for its execution
* Coordinating with various support department(IT, operations, Capacity Building, VLERM) for smooth delivery of services
* Understating the feasibility of various new products in the rural market
* Signing MOUs with vendors to market the product with the help VLE
* Trend & Competitor Analysis e-Learning Industry (e-commerce)
* Sales & Marketing of 12 e-Learning products in 107 districts of 6 States (Assam, Bihar, Odisha, Tamil Nadu, Uttar Pradesh & West Bengal) covering approx. 20000 Common Service Centers
* Designing the National Sales/Incentive Scheme for various stakeholders- Employees, Partners & the Channel partners (Village Level Entrepreneurs)
* New Product Development either through partnering with third party or in house development
* Prepared BRS (Business Requirement Specification) and PS (Product Specification) for IT Integration
* Analyzing the SRS, Preparing SoP for new process/courses
* First hand vetting of Service Agreement/MoUs
* Troubleshooting and query solving of the software provided for e-Learning
* Quality testing of Product Management documents
* Designing and allocating various activities for subordinates (6 State Education Resources in function reporting domain, one each in Leading a team of 4 executives both Admin & Function (IT Executive, Creative Designer, MIS & Material Management)
* Liaising & coordinating with channel partners and vendors for timely placements of the kit management & certification

**Achievements:**

* Growth of 30% in Revenue in the vertical
* Successfully designed and implemented new business model of e Siksha all across six states which had a positive impact on bottom line.
* Introduced new product for K-12 and Spoken English

**Rumi Education Pvt ltd**

**(Jan 2012 – June 2013)**

**Sales Manager**

**Area covered: Delhi NCR**

**Key Profile:** Primarily responsible for achievement of Sales Targets with proper Forecasting and Planning. Proper coverage of K-12 market by leading and motivating a team of Sales Force. The forecasting involves 4 month’s advance sales planning.

* Driving a business through a team Territory Business Manager located at different territories across Delhi-NCR
* Responsible for handling all marketing activities & event for the company in the designated area to create a pull for different products.
* Conducting Presentation & negotiation with the stake holders & support team for their presentations, Content evaluations and other activities.

**Mexus Education Pvt ltd**

**(May 2009 – Jan 2012)**

**Territory Business Manager**

**Area Covered- Noida and Greater Noida**

**Key Profile:** Was part of Frontline sales force. Lead generation, cold calls and fixing appointments for the product demo.

* Execution of Marketing plans on the ground by meeting & giving a detailed power packed presentations to eminent educationists influencing them to adopt path breaking Smart Class infrastructure in the School.
* To do Pre Sales activities like Presentation & Negotiation with a Managing Committee & other stake holders and coordinate on Post sales activities for smooth running of smart class in the school.

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| EDUCATIONAL QUALIFICATION: |

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| Degree | Subject | Institution | Year of passing |
| Post Graduate Diploma in Business Administration  (Two year, Full Time) | Marketing and Finance | Graduate School of Business and Administration, Greater Noida | 2009 |
| B.Sc | Maths, Physics, Statistics | Allahabad University | 2006 |
| 12th (CBSE) | Maths,Physics,Chemistry,Biology, English | Kendriya Vidyalaya, Rae Bareli | 2002 |
| 10th (CBSE) | Maths, Science, Sst, English, Hindi | Kendriya Vidyalaya, Rae Bareli | 2000 |

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| TECHNICAL PROFICIENCY: | | |
| Certificate in Computer Application | (MS-WORD, MS-POWERPOINT, MS-EXCEL). |

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| PROJECT UNDERTAKEN AND TAINING |

* Prepared a term paper project on INSURANCE INDUSTRY.
* Worked as a SUMMER TRAINEE in “PARLE AGRO” on the project title being “COMPARITIVE ANALYSIS OF PARLE AGRO PRODUCT WITH OTHER COMPETATIVE PRODUCT”
* Gone through two months of corporate training at Mexus Innovation centre

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| AWARDS/ACHIEVMENTS/RECOGNIATIONS : |

* Best trainee in the corporate training of Mexus Education.
* First prize in case analysis and presentation.
* Second prize in business quiz.
* Member of an organizing committee of the college and organized various events and programs.
* Represented school at National Science Exhibition.
* Captain of cricket team at local tournaments.

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| PERSONAL ATTRIBUTES: |

Father’s Name : Mr. Gouri Shankar

Sex : Male

Languages Known : English, Hindi, Urdu

Marital Status : Single

Personal Qualities : Team player, Co-operative, Self-motivated,

Permanent Address : B-92, Sector-1, Doorbhash Nagar, Raebareli, UP.

Passport No : J1078977

I hereby declare that the above information furnished by me is correct to the best of my Knowledge & belief.

Date:

Place: AMIT KUMAR MEHTA