

Siddharth Gupta

Category Manager

Contact

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Education

2014-05 - 2018-03
Bachelor of Technology: Computer Science
CV Raman College of Engineering - Bhubaneswar

2012-05 - 2014-03
Intermediate: Science
GSREM - Bhubaneswar

1998-04 - 2012-03
Matriculation
St Xavier's International School - Bhubaneswar

Skills

- Strategic planning
- Direct sales
- Coaching and mentoring
- Extensive personal network
- Territory Management
- Solution selling
- Cost Optimization
- Go-To-Market Strategy

Passions Outside Work

- Sports
- Gaming

Performance-oriented Sales Leader offering exceptional record of achievement over 6-year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.

Work History

2022-11 -
Current

Area Sales Manager

Apollo, Bengaluru

- Collaborated with vendors and built effective partnerships devoted to capitalizing on emerging and sustainable sales opportunities.
- Established strong relationships with major accounts and key decision-makers to increase sales in designated territory.
- Hired, trained and managed sales staff and administered and implemented compensation plan to support area sales goals.
- Set and achieved sales targets for Bangalore region.
- P&L focused.
- Grew businesses by adopting market expansion strategy to serve different customer needs.
- Managed and motivated sales team to increase revenue 30%.
- Introduced new products to meet customer demand and increase profits.
- Modeled strong negotiation skills to help team members close tough deals with lucrative clients.
- Helped team stay productive and focused on higher-value tasks to improve sales efficiency.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Led sales region to increase sales and boost team morale.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.
- Evaluated costs against expected market price points and set structures to achieve profit targets.
- Attracted new clientele and developed customer relationships by hosting product-focused events.
- Prepared sales presentations for clients showing success and credibility of products.
- Introduced cost-saving initiatives to reduce losses and increase profit margin.

2021-11 -
2022-11

Category Sales Manager

Betterhalf.ai, Bengaluru

- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- P&L focused.
- Decreased spending by 10% through effectively designing budgets using CRM (Callyzer).
- Set weekly goals for 28 inside sales representatives.
- Efficient use of CleverTap.
- Built relationships with customers and community to establish long-term business growth.
- Directed sales support staff in administrative tasks to help sales reps close deals.

- Travelling
- Music

Honors & Awards

- Rockstar Sales Manager at Unacademy.
- Rockstar MMCEO at OYO.
- Rookie Deputy MMCEO at OYO.
- Hall of frame award (Pan India highest revenue generator).
- Individual highest selling and highest client base award at OYO
- Best Orator Award
- Roadies winner inter college, football and volleyball winner inter school and college
- All Odisha sports carnival UTSAHAN (ATHLETIC CHAMPION)
- Student Head at ICACIE 2016
- Sport champion school and College

2019-11 -
2021-11

- Resolved problems with high-profile customers to maintain relationships and increase return customer base.
- Monitored sales team performance, analyzed sales data through Mixpanel.
- Monitored payment check through Razorpay.
- Maintained up-to-date knowledge of competitor products and pricing in market served.
- Collaborated with upper management to implement continuous improvements and exceed team goals.
- Coordinated staff sales meetings to discuss developmental strategy, best practices and process improvements.
- Prepared sales presentations for clients showing success and credibility of products.
- Implemented systems and procedures to increase sales.
- Prepared and implemented strategic growth plans for territory based on company goals and expectations.
- Compiled and analyzed data to determine approaches to improve sales and performance.
- Achieved established KPI for company through teamwork and focus on customers.
- Managed revenue models, process flows, operations support and customer engagement strategies.
- Exceeded sales quotas and increased profitability through effective sales strategy and business planning.
- Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
- Created and implemented new business opportunities by utilizing strategic networking strategies.

Senior Sales Manager

Unacademy, Bengaluru

- Developed sales strategy based on research of consumer buying trends and market conditions.
- Directed sales support staff in administrative tasks to help sales reps close deals.
- Achieved dramatic sales increase by skillfully managing relationships and proactive sales approaches.
- Achieved Unstoppable award for being manager with highest productivity and revenue .
- Recruited and hired top-level talent to add value and expertise to sales department.
- Assist in developing and maintaining the MoM budget for the team while ensuring a healthy P&L margin.
- Supported Learning and Development Department to create quality pitches, define quality indicators and reduce RA/ZT cases.
- Tracked pipeline data, won vs. lost opportunities and lead response times with LeadSquared CRM.
- Monitored payment and created P&L through Tableau.
- Efficiently developed and executed initiatives to implement the key changes and improve the business and sales programs.
- Worked in a pilot project (Pre sales department) maintained top position in whole cohort for consecutive 10 months. Lead a team of 40 creative

2017-03 -
2019-11

sales people and 2 Sales Manager to drive key performance .

- Possess strong presentation ,communication ,customer relationship management and negotiation skills which helped in exceeding business targets consistently across assignments.
- Experience in working under target driven and challenging work environment to explore new markets which helped expanding businesses from scratch and also streamlining the operations.

Micro Market Chief Executive Officer (MMCEO)

OYO, Bhubaneswar, Puri, Cuttack, Kolkata

- Drive Off-Line and Online Sales for filling up Inventory using India's partner profiles through rigorous planning, forecasting and delegating the right targets to the team members.
- Establish and maintain relationships with Corporate, Travel Agents, Industry influencers, and key strategic partners and extract business for destinations from existing ones and on-board new ones as well.
- Responsible for promoting and taking care of Core Products to a new heights.
- 1. Short Stays
- 2. Long Stays
- 3. Group Booking
- 4. Series Departures
- 5. Customized/Tailor Made Holiday packages across India
- Strategize to set the right milestones and maintain stability in business volumes and plan ahead.
- Periodic performance of team members to ensure optimal productivity from them.
- Efficient Planning and Executing market-site visits within assigned region.
- P&L focused - Ran the Micro Market like a full fledged business and grew it exponentially. Generated a business of 50L - 80L per month and made it grow 3-5 times for the period.
- Monitoring revenue, booking confirmation, meetings and onboarding through OYO Rocket SFO (Sales Force Automation) and OYO CRM.
- Monitored Corporate, Travel Agents, Industry influencers and key strategic partners book through OYO travel platform.
- Lead and managed a team of 20-22 people looking after everyone's KRAs and ensured maximum delivery from each individual.
- Data focused ,decision making ,set up MIS/review processes ,used analytics to make nuanced decision making.
- Maintain and review monthly Sales Tracker of accounts and targets.
- Share regular feedback on market conditions, competition, pricing and other factors influencing on-ground sales.
- Took whole responsibility and drive decisions across offline and online channels and build the perfect relationship with all stake holders.
- Led projects and analyzed data to identify opportunities for improvement.