**MUKESH KUMAR**

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 ***Managerial assignments in Sales & Marketing / Business Development / Channel & Corporate Management, (SMB, SME, Inst. & GeMGovt.) with a reputed organisation.***

**PROFILE**

* A competent professional with **14 Years 2 months** of varied experience in Sales & Marketing, Business Development, Channel Management, Team Management, Solution Selling, & Project Management.
* Demonstrated abilities in devising marketing activities and accelerating the business growth.
* Functional Skills include:

 **Sales & Marketing Channel Sales Management**

**Business Development–Corporate Business (SMB, SME Inst. & GeM Govt, Etc.)**

**Project Manager**

* Skilled in cultivating excellent relationship with clients and colleagues and ensures smooth flow of work.
* Proficient in building new business, securing customer loyalty.
* Proven skills in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, training, problem solving & organizational abilities etc.

**Key Performance Areas**

**Sales and Marketing Operations**

* Accountable for managing the sales and marketing operations (concept selling) in the assigned territories such as Patna & Remote area of Bihar, New Delhi (NCR), PUNE and PCMC (PIMPARI-CHINCHWAD) & GOA.
* Driving sales initiatives to achieve business goals& managing the frontline sales team to achieve them.
* Forecasting and planning the sales targets.

**Business Development- Corporate Business- *SMB, SME, Inst. & Govt.* (At Present with Go digit General Insurance, At Past with Microsoft & Hewlett – Packard Sales India Pvt. ltd)**

* Evolving market segmentation & penetration strategies to achieve targets for Supplies as MVC.
* Identifying key/institutional accounts & government/ non-government undertakings and strategically secure supplies profitable business.
* Visit to customers collect all the information of Printers /Supplies as well as suggest for new printers and aware customer for cost saving, Prepare date base of primary accounts.
* Planning and overseeing new marketing initiatives for corporate customers.

**Channel Management (At Present with Microsoft &In Past with Hewlett – Packard Sales India Pvt. ltd)**

* Liaising with the distributor in order to achieve the set target, along with identifying and developing reliable Dealers / Distributors for increasing market visibility.
* Developing and expanding Distribution Channel Network to enhance product reach & achieve targets.

**Project Manager - In Past with MTS (Sistema Shyam Teleservices Limited)**

* Ascertaining the specific training needs of subordinates and accordingly arranging training programs for improving learning curve towards product presentation.
* Imparting continuous on job training to the workforce for enhancing their productivity & operational efficiencies through knowledge enhancement / skill building as HP & MTS.

**Current Work Experience *(March 2021 to Till date)***

**Go Digit General Insurance Ltd as Senior Associate- Strategic Partnership |Patna|**

 **Roles & Responsibilities: (Go Digit General Insurance Ltd)**

* New business development through their mapped Motor Dealer Commercial & Private car & bike.
* Day-to-day interaction with allotted Motor dealer.
* Lesioning with Dealer & provide assistance to them in case any information is required.
* Work closely with operations, commission and claims team and resolve issues.
* Retention of existing relationships & accounts.
* Conduct regular meetings daily brokers & clients.
* Tracking weekly sales MIS, productivity, and other performance matrix to ensure target achievement at relationship level

**KEY ACCOMPLISHMENTS:**

* Achieve Insurance budgeted volumes and market shares in Automobile General Insurance PVT-Car, Commercial Vehicle, 3-Wheeler Passenger Segment and 3-Wheeler Cargo Segment.
* Understanding of Insurance market & product knowledge.
* Achieve monthly top line target for the location & across different verticals & responsible of annual revenue of 3 CR++

**Work Experience *(July2020 to Jan 2021)***

**United Marketing & Consultancy Services LLP**

**As Associate Sales Consultant, New Delhi NCR**

* Drive acquisition of new customer, maintain and grow revenue share of existing customer base.
* IT Hardware Computer Peripherals dealer like (T2, T3, & T4 partner) connects to drive business growth.
* Accountable for incremental revenue from existing base via retention/cross sell/up sell through Channel Partner & Customers.
* A well accomplished Sales out preferably working with HP/Dell/Lenovo PC

 **Work Experience *(July2019 to April 2020)***

**Microsoft. (Channelplay Ltd. Authorized Representative of Microsoft Corporation (India) Pvt Ltd)**

 **As Business Development Manager, New Delhi (NCR).**

**Job Profile: (Microsoft Corporation (India) Pvt Ltd)**

* Manage Channel accounts & consult them for Microsoft Software.
* Educate Partner about new Product & Cloud business like Office 365.
* Create awareness for using genuine products in channel partners & end customers.
* I worked with **Arvato – Bertelsmann India** Team for lead generation & Tele calling that’s support their queries or making calls to potential customer’s requirement of our Product.
* Proactively engaging with team and end customers for directly selling.
* Conducting Training events for sales personnel & other hardware vendors & Drive the Legal Licensing Policy Campaign amongst the Partner fraternity.
* Maintain a high level of rapport with System Integrated Partner.
* Working with Commercial accounts to generate and capture demand across for value & Premium Business and Services for IT enabled Digital Transformation through varied Business model working with inside sales Teams for driving & engaging in initiatives.
* Position & sell IT software & services offering to end user with the help of Channel Partner.
* Manage sales pipeline, forecast monthly sales & identify new business opportunities across North Location.

**Organisational Experience *(June’2015 to June 2019)***

**Hewlett – Packard India Sales Pvt Ltd. For Personal Systems Group (Xylem Resource Management Pvt Ltd) as a Key Account Manager, New Delhi (NCR).**

**Job Profile:**

* Managed New Delhi NCR MOQ Commercial Laptop, Desktop, Care Pack Service, Work station, thin clients, Services & Solution Business for HP PSG.
* Data base of entire SI/VAR network within the territory that is going to manage myself.
* Managing the SMB & SME account Education, IT/ITES, Real Estate & Hospitality & **Govt. sales-** The Government e-Marketplace **(Gem)**.
* Managed Relationship with **Gem** (Government e-Marketplace www.gem.gov.in) to Help HP Clean up the CatLog and Ensure HP PSG Product are sold on **Gem.**
* Coordinating with the pre-sales team for customized Quotations and product details Sales Activity Reporting Ensure the timely/accurate recording, tracking and reporting of all sales activities.
* One-stop to facilitate and enable easy online procurement of the Consumer Goods & Services that are needed by various Government Departments, Organizations and PSUs.
* Maintain a high level of rapport with HP Gold & Platinum Commercial Partner.
* Conducting Training events, enrichment of Product Knowledge & Market trends for sales personnel of Channel Partners.
* Develop and manage System Integrators network to drive Corporate and SMB sales
* Responsible for achieving revenue of 14 cr. an annum through MOQ,& B2B, PC business with customers & Channel Partners in New Delhi NCR.

**KEY ACCOMPLISHMENTS:**

* Achieved consistent growth in Driving the specialized Pedigree Programs of Specialized Channel Partners, their certifications on HP Products & solutions product line for consecutive 2 years.
* Increased the market share in New Delhi West & North Market almost 3 times as far as the B2B& MOQ Channel biz goes
* The SMB/SME were managed over 150, account and over 600 profiled SMB accounts were engaged through direct contact to support our team lead at NEW Delhi NCR.
* Relationship with **GeM** to ensure that the HP as OEM CatLog is Cleaned, where many unauthorized Sellers were selling NON- HP PC Products. We were able to do so with me & my senior effort in Just 3 Months’ time, where **GeM** Closed down the HP PC and replaced the same with Non HP PC. This lead in a Business Growth of 4/5 Cr. In 1 year and is continuing with a Growth **MoM**.
* Got internal recognition thru various senior management appreciation awards.
* Maximized the 20 active partner list to more 50+ partners on board for HP.

**Organisational Experience (April’2013 – May’2015)**

**Hewlett – Packard India Sales Pvt Ltd. For Printing and Personal Systems (Xylem Resource Management Pvt Ltd) as a Key Account Manager, South Maharashtra & Pune**

#### **Job Profile:**

* Develop the market , Educate partners on various product portfolio HP Commercial business has and thus to shoot the sales MOQ Commercial Laptop, Desktop, Printer, Work station, & Thin clients thru volume partner, Value partner & SMB & SME account& DGS&D.
* Managing channel partners of the region allocating targets and helping them achieve sales.
* Responsible for establishing MOQ as the distribution channel for South Maharashtra for the PC& Printers business.
* Optimum use of T2 partners credit limits and rotation of stocks.
* Making analytical site survey according the client revenue.
* Built the relationship with existing client for recurring Business.
* A keen analyst, highly skilled in market / sales forecasting, quick to identify & formulate strategies to exploit business opportunities.
* Boosted the sales of technology products of HP like Workstations, Thin Clients in the existing and new accounts.
* Generating regular business from signed New Account, Institute sales promotion &Maximized the 15 active partners list to more than 50 active partners list for South Maharashtra& as well Pune territory.
* Responsible for achieving revenue of 6 cr. an annum through MOQ, B2B, & Print business with customers &Channel Partners.

**Organisational Experience (March’2012- Feb’2013)**

**MTS (Sistema Shyam Teleservices Limited) as a Project Manager, ROM (Pune, Outer Mumbai, Nashik, Aurangabad, Kolhapur, Sholapur, Nagpur)**

**Key Performance Indicator of Project Manager:**

* Ensuring that Supervisors and ISP have met daily KPI.
* Provide Reports and MIS on regular basis to SSTL.
* Provide Marketing collaterals planning & its management.
* Carry and met the target to ensure the productivity from the entire ISP.
* As a part of Secondary Business Development for MTS Smartphone & Data card need to strategize, plan and manage the Inventory of the Products through BTL(**Methods of below the line sales promotion)** road shows, canopy shows, price discounting, way of offering a discount coupon, Gift with purchase**,** Money refunds, Point-of-sale displays, presentation etc. as per the market demand.

**KEY ACCOMPLISHMENTS:**

* Demonstrated ability in identifying potential avenues for market development, implementing competent business strategies for maximizing sales and accelerating business growth by ISP.
* I am leading a Sales Team of 50 -ISP (Inner Shop Promoters) & 3-Sales Team Lead at ROM.
* Team Lead shall co-ordination with SSTL ASM/CSM – Stock and resolve the retailer issues if any issue then provide due support by me.

**Organisational Experience (Jan’08 – Feb’2012)**

**Hewlett – Packard India Sales Pvt Ltd. For IPG (Xylem Resource Management Pvt Ltd) as a *Territory Sales Executive*, Pune & Goa.**

#### **Job Profile**

* Managing channel sales at assigned territory.
* Responsible for the Sale of Consumer Printer, Supplies through the Channel Partners in Pune & Goa.
* Maintain a high level of rapport with HP Stockists (Volume Core Partners), Business partners, Premium partners, large format retail partners, Retailer to ensure channel affinity and loyalty towards HP.
* Managed LFR’s Like Croma, EZone, Staples, and HP World (HP retail outlet).
* MIS reporting and SMR tools use.
* Collecting data from business partners and keep updating them for new schemes.
* Target focused manage volume product and have to manage focus product.
* Claim collections
* Handling the promotional activities to launch the new Arrival Product.
* Have a good exposure in all the domains like consumer retail market, corporate sales and Channel Sales.
* Managing 25 SMB+ 15 Primary accounts for HP MVC (Most Valuable Customer) as Supplies business.
* Area managed PCMC as work in commercial & Channel Business

**Notable Achievements**

* Performance based promotion from FOS to TSE(**Territory sales executive)**
* 12.5% growth in the term of revenue from my TERRITORY.
* Crossed the Sale for 4000 units Printer from Pune territory through the dealers And Distributors.

**KEY ACCOMPLISHMENTS**

* Achieved consistent growth in Volume, thus revenue for each product line for consecutive 4.3 years.
* Brand positioning & Business development for increasing business volumes.
* Best performance in Q3 of FY (2009-2010) for Western region.
* Appointed a new HP-World in PCMC Area
* Got HP Printer & Supplies Expert Certification.
* I am leading a team of 5 ISP ( Inner Shop Promoters )
* Nearly 150 Tier-3 dealers are being monitored by me.
* Laser lion program – Win 2lions in month of June/July 2011.

**Academic Credentials**

MBA (Ex.) United Business Institute 2012 60%

BBABachelor of Business Administration from Madras University 2005 65%

12th BIEC, Patna 2000 57%
10th BSEB, Patna 1998 55%

**Other**

* I did one month Marketing &promotional Campaign for “ Indigene Life system Pvt.Ltd,Banglore ”(2002)

**Personal Details:**

Date of Birth : 03rd Oct 1983

Language : Hindi, English

Corresponding Address : 58, Ghagha Gali Chowk Patna City, Patna (Bihar)-800008

Date:04/04/2022

Place: (MUKESH KUMAR)