

SHANTANU BISWAS

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Date of Birth: October 10, 1974

Seeking assignments in Sales & Marketing / Business Development/ Channel Management/B2B and corporate business/Branch Activity with a growing and performing environment.

Career Overview:

A sales & service professional with over 23 years of experience in Sales, Marketing, Enterprise and Channel. Currently working with Aarvex Infotech Pvt Ltd as a Branch head. Looking forward to work with team of professionals with versatile skills for meeting the challenges of technology driven organizations and thereby continue to contribute to personal and company's growth.

Sales & Marketing :

- ✓ Accountable for managing sales and marketing operations in the assigned territories.
- ✓ Conducting of products for B2B and Enterprise sales associates.
- ✓ Implementing sales promotional activities as a part of brand building and market development effort.
- ✓ Forecasting and planning the sales targets.
- ✓ Ensuring continuous interaction with the customer to make sure that area of concern can be worked upon for improved service levels.

Key Skills:

Channel Sales, Corporate sales, B2B sales, Direct Business with end customers Business development including total Branch operation. Appointing/Handling Distributors/sub distributors/SI partners handling / managing and solved escalation of related issues of Distributer, Dealers & partners. Handling sales and service team. Maintains sales volume, and selling price by keeping current with supply and demand, changing trends, and competitors. Good relationship with key partners.

Education

Diploma in Computer Hardware and Networking.
B.COM.

Other Qualification(s)/ Certification(s)/ Program(s) Attended

ACER Sales Training.
ASUS MOTHERBOARD, NOTEBOOK & PDA sales training.

Total Years of Experience: 23 years.

Current Industry: IT-Hardware/Networking Manufacturing.

Current Functional Area: Business Development and Channel Market.

Current Sub Functional Area: Branch Manager.

Current Location: West Bengal and North East

Location Preference: No preference.

Summary of Skills and Experience

6 year worked as a Sr. Sales Executive & co-ordinate in Krypton Systems (HCL partner).
3 year Worked as Team Leader in Unique System.
3 years worked as a Team Leader (East region) in ASUS Technology Pvt Ltd.
2 years worked as a Channel Manager in Simmtronics Semi-Conductors Ltd.
1 years worked as an Area Sales Manager in Smartlink Networks Systems Ltd.
8 years worked as a Regional Manager in Cyberpower Systems India Pvt Ltd.
Currently working as a Branch Manager at Aarvex Infotech Pvt Ltd.

Experience:

September 2021 working in Aarvex Infotech Pvt Ltd as a Branch Manager for West bengal and North East.

Job Profile:

- Responsible for Develop Channel market .
- Creates partners for the new product and increase market share.
- Handling T1 & T2 partners.
- Daily update of market trends, price and products avilibility.
- Responsible to provide the proper solution to Partners.
- Forecasting and planning the sales targets with Premium Partners.

September 2013 to August 2021 worked in CyberPower Systems India Pvt.Ltd. as a RSM for East and NE.

Job Profile:

- Responsible for Develop Channel market for Cyberpower both offline and online ups.
- Creates partners for the new product and increase market share.
- Handling corporate sales and B2B sales through SI partners.
- Direct Visit and Link with End Customers.
- Handling ND (Supertron, Ingram Micro, Redington).
- Handling T1, T2 & T3 partners.
- Responsible to provide the proper solution to end customer and SI partners.
- Daily update of GEM/Tenders for supply and assign SI partners for the same and joint visit to end customer for product features and supply.
- Forecasting and planning the sales targets with Premium Partners.
- Responsible for Distributors Stock Planning.
- Conducting trainings for Channel Partners, executives to develop channel.

March 2013 to October 2014 worked in Smartlink Networks Systems Ltd (DIGILITE) as anArea Sales Manager for (West Bengal, Jharkhand & North East).

Job Profile:

- Responsible for Develop Channel market for DIGILITE Motherboards and DIGI TAB.
- Handling a sales team of WB and north east, assigning targets on selling products (Motherboards, Tabs).
- Responsible for the secondary sales in the region.
- Handling T1, T2 & T3 partners.
- Forecasting and planning the sales targets with Premium Partners.
- Responsible for Distributors Stock Planning.
- Responsible for creating new Premium and gold Partners on area wise.
- Handling retail channel includes IT retail partners & Large Format Retailers and develop product in the market.

January 2011 to March 2013 worked in SIMMTRONICS SEMI CONDUCTORS LTD as aChannel Manager of (West Bengal and North East).

Job Profile:

- Handling a sales team of WB and north east, assigning targets on selling products (Motherboards, RAM,HDD and TAB).
- Responsible for Develop Channel market.
- Responsible for the secondary sales in the region.
- Forecasting and planning the sales targets with Premium Partners.
- Responsible for Distributors Stock Planning.
- Expanding channel base as per geography and senior management's directives.
- Conducting dealer meets in various cities for demonstrating existing products and presenting key featuresand margins points to the SI' and Reseller Community.
- Planning Stock of Monthly basis.
- Structuring big deals between resellers and Authorized partners.

- Resolving service issues in case of Escalations from the customers for ensuring customer satisfaction.
- Coordinating with Business Head for stocks planning and for appointing new partners in the region.
- Handling retail channel includes IT retail partners & Large Format Retailers and develop product in the market.

October 2007 to November 2010 at ASUS Technology PVT LTD as Team Leader (East).

Job Profile:

- Handling a sales & service RC team of East, assigning targets & forwarding
- Daily performance reports and sales target.
- Responsible for Develop Channel market.
- Regular reporting of Products (PDA, Motherboards, Notebooks) to HODs.
- Informing customers daily for new products lunches, price change etc.
- Managing distributors and dealers escalations
- Arranging technical training & employee motivation camps, providing technicalSupport to engineers.
- Handling Inventories (stocks as per dealer requirement).

October 2004 to October2007 at Unique Systems (ACER MALL) as Team Leader.

Job Profile:

- Handling sales team of Laptop, Desktop, projector.
- Sale products in sub areas and handling company corporate customers.
- Handled inventory, manage both service and sales stock and revenue.
- Regular reporting of sales and service to HOD.

October 2004 to October2007 at Unique Systems (ACER MALL) as Team Leader.

Job Profile:

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