

## PERSONAL DETAILS

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# Subroto Das

## Marketing Manager

### PERSONAL SUMMARY

Highly motivated professional with 13+ years of experience driving revenue growth through product management, e-commerce, and strategic sales and marketing initiatives in the Technology and Medical Device sectors. Proven track record of success in product development, launch, and marketing campaigns, with a strong interest in hardware, digital marketing, and customer relationship management. Seeking a challenging position in a dynamic, cross-functional marketing and product environment where passion, integrity, and results are valued.

### CAREER HISTORY:

**Company Name: Nextgen IT Solutions, Bangalore, Karnataka, Duration –Aug 2024 – Present**

**Designation: Marketing and E Commerce Manager**

- Identifying new customers in the field of research and IT, and developing a collaborative sales strategy both internally and externally. My contributions to the onboarding of numerous small IT companies for their technological solutions have been significant.
- Taking the lead in offline and online partnerships with external brands through partnerships with Ant eSports, Zebrionics, and CosmicByte.
- Designing, developing and managing the online portal by identifying trends, designing content around it and reaching out to potential customers across various fields namely IT, medical, infrastructure and MSME.
- Taking the lead in CRM by working with the sales lead to guarantee a seamless onboarding and sales process for end users.
- Developing diverse customer engagement initiatives utilizing tools such as email communications, customer loyalty rewards, and value propositions.
- Engaging with end users to ascertain their needs and offering them the product that is most appropriate for their applications and workload, including VM, medical imaging, gaming, and AI-ML use cases.
- I spearheaded the creation of several customer acquisition tools for our online portal and in-store environments, leading to a notable increase in PC and component sales.

**Company Name: Allway solutions(The IT Gear), Bangalore, Karnataka, Duration –Dec 2023 – July 2024.**

**Designation: Product and Community Manager**

- I spearheaded the development and launch of a website featuring custom-built and pre-configured PCs, including the IT-GEAR line. This initiative significantly boosted company revenue, attracted a new customer base, and solidified our position as a leading custom PC builder in the market.
- Working with cross-functional teams, including design, engineering, marketing and customer support to set product pre and post launch guidelines.
- By identifying opportunities in the research and IT sectors and employing collaborative sales strategies, I successfully onboarded key accounts such as the Indian Institute of Science (IISc) and numerous small IT companies as new vendors
- As part of our customer and community outreach program, I led external brand collaborations and marketing events, both online and offline, with partners like NVIDIA, HYTE, AMD, ARCTIC, Colourful, and Cooler Master, to foster stronger customer relationships.
- By identifying emerging trends and working collaboratively with the content team to create compelling visuals, I managed the IT GEAR portal to maximize its impact on marketing and brand awareness initiatives.
- I managed and executed e-commerce marketing activities, such as sales events and promotions, on the IT Gear portal.
- I engaged with end-users to identify their requirements and provided tailored product recommendations based on their intended applications and workloads, including gaming, video editing, virtual machines, and machine learning.
- I significantly contributed to the growth of the custom PC business by developing and implementing various customer acquisition tools across multiple channels, including The IT Gear portal, Discord, Instagram, and in-store.

**Company Name: The Peripheral Store(TPS), Bangalore, Karnataka, Duration –Feb 2022 – Dec 2023.**

**Designation: Product and Community Manager**

- I led the end-to-end product development and launch of GOSHAWK PC, a TPSTECH prebuilt PC range targeting diverse consumer and professional markets. From product and packaging design to training support teams, my comprehensive management resulted in increased revenue, new user acquisition, and the establishment of TPSTECH as a rising specialist in the PC industry.
- I worked closely with cross-functional teams, including design, engineering, marketing, and customer support, to establish clear guidelines and success metrics for product launches and ongoing performance.
- I enhanced the performance of cross-functional teams by providing comprehensive product and brand training, leading to improvements in onboarding, marketing, customer service, and after-sales support.
- I played a key role in identifying, importing, and launching new brands in India through the Tpstech platform, including Arctic, Gamdias, TPS branded power cables, and Lapcare. This involved developing and implementing collaborative sales and marketing strategies to ensure their successful introduction to the market.
- I drove portfolio expansion and revenue growth at TPSTECH by successfully establishing partnerships with key brands like HP, Nvidia (30 series GPUs), ASUS, Deepcool, Kingston, AOC, HyperX, Intel, and MSI. This involved crafting and executing collaborative sales strategies, both internally and externally, to maximize their market reach and contribute to overall portal growth.
- As part of our customer and community outreach program, I led external brand collaborations and marketing events, both online and offline, in partnership with DIGIT, Intel, Gamdias, AMD, Crucial, Colourful, and HP, to foster stronger relationships and build a thriving community.

- I ensured the continuous improvement and relevance of our products by analysing user data gathered from customer interviews and direct feedback. This process allowed me to identify areas where we could better align with current technology and shifting consumer demands, based on the insights from our users and the broader tech community.
- I used data and analytics to monitor product performance, identify areas for improvement, and develop and implement optimization strategies to enhance product value.
- I enhanced social media marketing and brand visibility by identifying emerging trends, designing compelling content, and producing creative frameworks and videos in a collaborative effort with the content team.
- I managed and oversaw e-commerce marketing initiatives, including the development and execution of annual sales and events, on the TPSTECH portal.
- My market research efforts, including identifying customer needs, analysing industry trends, and assessing the competitive landscape, directly contributed to data-driven product decision-making.

**Company Name: Medtronic India, Bangalore, Karnataka, Duration –Jan 2018 – Feb 2022**

**Designation: Area Sales manager**

- I had full business responsibility for the trauma implant line within my assigned territory.
- I owned the business development process, managing everything from lead generation through order closure
- I successfully met and exceeded quarterly revenue targets for the trauma portfolio by employing a strategic sales approach that highlighted the advantages of market-leading technology and cost-effectiveness to prospective clients. This resulted in a significant increase in annual revenue targets from 60 lakhs to 1.7 Cr during my tenure.
- I contributed to the company's digital marketing initiatives and mobile app development efforts, which were designed to generate valuable leads and convert them into successful sales.
- I developed strategic territory plans and performed in-depth prospect research within identified markets.
- I understood and addressed our esteemed customers' requirements by articulating the value of Medtronic's end-to-end solution offerings in a way that aligned with their specific needs and objectives.
- I established strong, consultative relationships with hospitals, clinics, and private practices, ensuring a consistent revenue stream through ongoing support and partnership.

**Company Name: Bombay Surgicals, Bangalore, Karnataka, Duration - March 2015 – Dec 2017**

**Designation: Sales associate**

- I managed the sales, distribution, and overall management of medical devices, consistently generating annual sales of 60 lakhs throughout my tenure.
- I supported the training and outreach efforts by coordinating medical camps and workshops in collaboration with trauma surgeons and technicians.
- I was responsible for the promotion, sales, and successful implementation of Medtronic's trauma portfolio of medical devices.
- I managed the complete business cycle, from initial lead generation through order closure and ongoing customer relationship management, ensuring continuous business.
- I directly supported surgeons and staff in the operating theatre during procedures utilizing the full line of trauma products.
- I organized and actively participated in conferences to raise brand awareness, showcasing Medtronic's trauma product line and highlighting its competitive advantages.

- I was responsible for marketing and brand building initiatives, and I played a key role in gathering customer feedback and communicating it effectively to management to drive product enhancements.

**Company Name: Chennai Medipoint Pvt. Ltd. Bangalore, Karnataka, Duration - Jan 2015 – Mar 2015**

**Designation: Business Development Executive**

- I promoted medical devices by demonstrating their functionality and value to doctors.
- I served as a key point of contact between the company and its customers, meeting with purchasing personnel, and ensuring products met all compliance requirements, resulting in increased sales.
- As the sales lead for Bangalore, I grew the business by successfully generating 50 lakh in revenue throughout my tenure.
- I empowered hospital support staff with the knowledge and skills needed to support products, through dedicated training and development programs.
- I focused on growing market opportunities in the South and North Karnataka region by performing business development, product awareness and brand building initiatives.

**Company Name: Ample technologies Pvt. Ltd. Bangalore, Karnataka, Duration - Feb 2014 – Jan 2015**

**Designation: Sales Executive**

- I managed the complete business cycle, from lead generation to order closure and payment follow-up. I consistently met the monthly sales target of 2 lakhs, contributing to a total net sale of 30 lakhs during my time with the organization.
- By developing extensive technical expertise across the entire range of Apple products, I was able to understand the unique needs and use cases of customers, enabling me to effectively recommend the ideal product solutions for their specific requirements.
- I identified and promoted cross-sell and upsell opportunities, providing customers with beneficial accessories and care packs that added value to their purchases.

**Company Name: Great White technologies Pvt. Ltd. Bangalore, Karnataka, Duration - Feb 2012 – Jan 2014**

**Designation: Sales Executive**

- I was responsible for the sales and promotion of patented laminar airflow devices to critical units such as operating theatre and intensive care units, focusing on lead generation to drive sales.
- I made a significant contribution to business growth and market presence through the installation of devices in 80 major hospitals and 100 private clinics/diagnostic centres across the Bangalore region.

**Company Name: Philips India Lighting Defa Solutions, Bangalore, Karnataka June 2011 - Feb 2012**

**Designation: Sales Executive**

- I specialized in the sales and implementation of Philips decorative lighting solutions for modern residential settings.
- I gathered market intelligence by collecting product and sales data from realtors and translating customer requirements into accurate forecasts for diverse decorative lighting solutions.
- I drove project implementation by sourcing over 200 qualified leads from individual projects and builders, ultimately converting them into actionable and successful projects.

## ACADEMICS

Course	Institute	Year of Passing	Percentage/ CGPA
B.Sc. (Biotechnology)	M.S. Ramaiah College (Bangalore)	2008	68
Twelfth	KV No 2 Jodhpur	2005	69
Tenth	KV West Bengal	2003	65

REFERENCES – Available on request

## AREAS OF EXPERTISE

*Product Knowledge & Go-to-Market Strategy*

*E-Commerce Strategy & Development*

*Product Onboarding & Lifecycle Management*

*Marketing and Brand Growth*

*Operations & Supply Chain Management*

*Data-Driven Decision Making*

*Lead Generation & Sales Funnel Optimization*

*Market Research & Competitive Intelligence*

*Customer Relationship management*

## PERSONAL SKILLS

*Persuasive & Effective Communicator*

*Strategic Relationship Building*

*interpersonal Awareness & Emotional Intelligence*

*Creative Problem-Solving & Innovation*

*Tech Enthusiast & Trendspotter*