

A versatile professional having profound experience in **Project Management, Business Development Operations Management, Marketing, Client Deliverables, New Process Setup, Global Supply Chain Management, Procurement and Team Management** in organizations of high repute.

## Executive Profile

- **A competent professional with several years of experience in Business Management, IT Sales, P&L Management, Market Insights, Franchise Development, Political Consultant, Strategic Advisory, Client Relationship Management, C-Level Engagement, Pipeline generation & Client Retention.**
- **A competent professional, highly successful in driving large-scale IT revenue & profit gains** as well as enhancing organizational efficiency by leading the negotiations pertaining to rentals and finalizing franchisee modules & development of **Go-to-Market (GTM) Strategy** and Nodes.
- **Expertise in business knowledge and technical understanding of products/services** to deliver superior results, sustainable revenue gains, and strengthen client relationships to achieve long-term partnerships.
- **Demonstrated mastery in leading and developing innovative sales, marketing & consulting strategies** that increase sales and expand the existing customer base, improve brand evolution with Government.
- **Possess Excellent business & e-commerce knowledge, High-level customer focus**, and ensured the appropriate business needs are clearly defined, communicated, and delivered above expectations & metrics.
- **Fusing entrepreneurial drive & vision to identify organizational strengths/weaknesses** to redirect missions, create new markets & harvest untapped business opportunities for business objectives.
- **Proven track record of achieving/exceeding targets, opening new & profitable product /services markets**, and setting up business operations in emerging market, with record \$11 million in pipeline

## Education & Credentials

- **Master of Business Administration (M.B.A.) - Marketing** from Narsee Monjee (NMIMS), Mumbai in 2023 with 9.0 CGPA
- **PGDBM from NMIMS, Mumbai in 2022** with 8.75 CGPA
- **B.A. Honors - History** from the **University of Delhi**, with 6.75 CGPA
- **ISC XII (93%)** from The Frank Anthony Public School, New Delhi in 2017
- **Advanced Certification** in Strategic Advisory from Govt of India in 2022

## Core Competencies

### Project Management

### Budget Optimization

### Management Consulting

### Business Management

### Market Insights

### Brand Development

### Client Relationship Management

### B2B Marketing & Sales

## Soft Skills

### Communicator / Collaborator

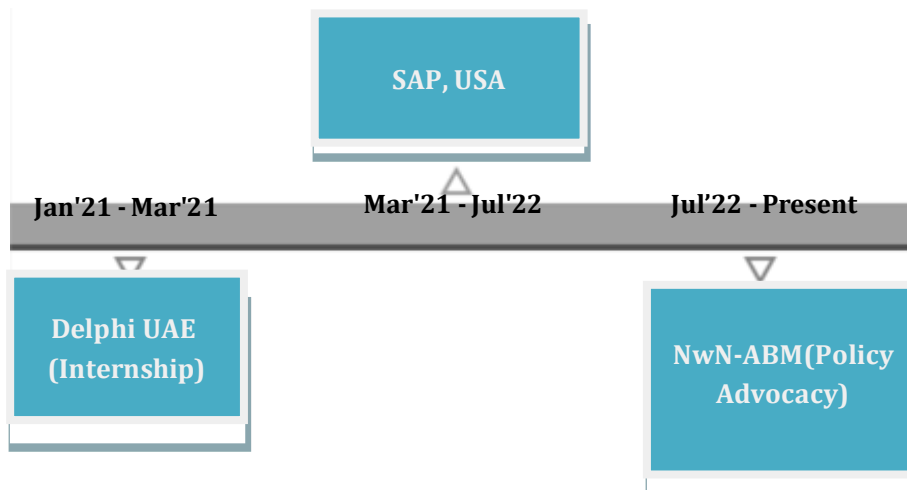
### Flexibility

### Empowerment

### Problem Solver

### Decision Maker

## Career Timeline (Recent 3 Companies)



## Professional Highlights

### Mar'21 - : SAP, New York, United States as Consultant (Business Development & Marketing)

- A consultant (business development and marketing) at SAP North America Marketing, in charge of a budget of about \$100 million and expected to generate sales and revenues of a similar magnitude and scope. Used SAP CRM to manage customer database
- **Produced and disseminated division-wide keynotes** on cutting-edge IT products and technologies such as SAP S/4 HANA, SAP Business One, and SAP Business By Design.
- **Made outbound calls** and managed entire sales cycle to existing and potential customers including SMBs & corporates.
- **Excellent written, interpersonal and oral communication skills to express thoughts** in a consultative and results-oriented setting; strong problem-solving, quantitative, listening, performance-improvement, data-modeling, risk management, and regulatory abilities; extensive experience working in a highly analytical, results-driven workplace, augmenting business growth & business process with competitive pricing in critical segments. **Consistently surpassed personal quotas** by over 75% cumulative.
- **Proven track record in selling cloud-based infrastructure and platform-as-a-service (IaaS and PaaS) solutions** in the IT sector. Strategic planning, sales, account management, and meeting or exceeding sales quotas and targets are all your responsibility. Communicated with customers, upper management, and sales staff to identify problems and propose solutions.
- Contributed to SAP's **expansion into new markets** and the acquisition of valuable customers. **Generated \$100,000 in revenue within a month** and I have experience with requests for proposals (RFP) and requests for information (RFI) & managed relationships with the company's most important corporate clients and exerting influence over these clients' top-level decision-makers in the United States and Canada.
- **Successfully closed deals in the fields of cloud computing, technology, computer science, and information systems.**
- Possessing proven talents in planning, managing projects, and resolving issues. Successfully established credible connections and produced tangible **outcomes in a cross-functional/matrixed and fast paced environment.**
- Management acknowledged outstanding sales performance and dedication to customer satisfaction with a letter of appreciation (2022).

### Jul'22 - Till Date: NwN-ABM, National Ruling Political Party & Govt of India Advisory, New Delhi as Zonal Manager (Political & Government Consultant) – Management Consultancy

- As someone in charge of overseeing the party's development, activities, public outreach, and **strategic decision-making** in 5 districts and 1 administrative division of West Bengal, covering 40 Assembly Constituencies and 4 Parliamentary Seats, my responsibilities include: **Advising the Government of India** and higher-ranking government leaders and its departments on specific issues concerning the region and **overseeing 35 direct reportees** and administering 1000s of local level leaders, cadres, and workers. I am also the final decision maker in charge of candidate selection, party's marketing and public outreach, as well as organizational management for the party in the zone, through a scientific **Waterfall & Agile Methodology & strategic research.**
- Advising the party through **escalations, strategy notes**, and daily strategic feedback and inputs to the apex decision-making body of the party (Parliamentary Committee). Interacting frequently with the state-level leaderships (including Incumbent Chief Ministers) and other national-level in-charges (Union Ministers and National Party leadership).
- **Conducting In-Depth Project Planning (IDPP)** for detailed project planning, coordination, and development of Key Performance Indicators (KPI's) for productivity and process improvements and similar "best practice" initiatives in a collaborative environment.
- **Gathering market intelligence** through the ground resources (network of 100+ Field Associates and Zonal Associates) in different State elections and Lok Sabha Elections 2024, **conducting IDIs, FGDs, Retro Analysis**, and synthesizing into client-ready information by tagging and doing both Qualitative and Quantitative analysis, data analytics and strategic research.
- **Working on Governance projects** in a **Strategy capacity** dealing with issues like Agriculture, Rural Development, Education, and Tribal development to suggest measures in the synergy of Governance cum Electioneering in the form of Policy and Client manifesto.
- **Using CATI, CAPI, MS Office** and other advanced scientific and quantitative methodologies, including **advanced Excel, Tableau**, to assess ground-level sentiment about the Government of India and recommending an implementable strategy.
- Drafting and executing strategic ad-hoc governmental policies in collaboration with governmental stakeholders for the likes of Vivekananda Mission, Har Ghar Jal Mission, PM Awas Yojana in the North Bengal region. Monitoring and soliciting reports.

### Delphi Consulting Middle East, Dubai, United Arab Emirates as Account Management Intern

- Provided skilled advising services as a Consultant for a wide variety of small and medium-sized businesses, medium and large corporations, and large enterprises.
- Specialized in Microsoft products and services and was a part of the core marketing and business development team, which was responsible for **\$5 million** in sales in the first month.
- Developed In-depth familiarity with MENA's wholesale and retail sectors gained from direct experience working with vendors and distributors.
- Adept at peddling infant (or start-up) goods and services to untapped consumer bases.

## Personal Details

**Date of Birth:** 17<sup>th</sup> December, 1998

**Address:** New Delhi 110019

**Languages Known:** Hindi, English, French, Spanish, Bengali