**AMIT SRIVASTAVA**

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**JOB OBJECTIVE**

Seeking senior level assignments in academics/Channel / Distribution Management with an organization of high repute.

**PROFILE SUMMARY**

* A dynamic professional with 22years of experience in Sales & Marketing, BD, Team Management &Client Relationship Management
* Expertise in adopting pragmatic approach in improvising on solutions and resolving complex business issues
* Instrumental in managing business functions and playing a key role in strategizing new market entry, planning the channel network & location identification
* Proven track record of increasing revenues, establishing networks, streamlining workflow and creating a team work environment to enhance productivity
* Proficient at analyzing market trends to provide critical inputs & formulating selling & marketing strategies
* Well organized with a track record that demonstrates self-motivation, creativity and initiative to achieve corporate and organizational goals
* Track record of managing complete sales & marketing operations with accountability for profitability and simultaneously achieving predefined sales target and growth
* An effective communicator with excellent negotiation, leadership and client relationship management skills

**CORE COMPETENCIES**

**Sales/ Business Development:**

* Conceptualizing and implementing innovative sales & marketing plans encompassing designing communication strategy, building brand focus & increase channel depth
* Effectuating promotional offers on all product lines to achieve the acquisition targets

**Channel Management:**

* Evaluating performance & monitoring dealer’s sales and marketing activities
* Monitoring dealer sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets

**Client Relationship Management:**

* Developing relationships with clients; providing them high quality service for business development and visiting the clients with the executives
* Interfacing with the clients for suggesting the most viable products & cultivating relations for securing business

**ORGANISATIONAL EXPERIENCE**

**Presently
Jan 22- Present**

**Innovant International Pvt Ltd, Noida as Sales and Distribution Manager.**

**eDelta is founded by Industry professionals and Educators, and is a product & brand of IESPL. IESPL’s education model has received an appreciation from NITI Aayog (the apex federal planning body) of India. .**

**We are an Ed-tech company in K-12 space with an approach to rounded learning with scholastic and skill outcomes. Our learning platform offers a cloud based study material which possess conceptual videos with rich animations, interactive simulations, tests, laboratory practicals, linguistic skills and the social / life skills.**

**We are result oriented company and offer flexible environment for association and performance. We allow space and ladder for high performing associates for higher growth.**

**IESPL is a recognized Start-up by Department of Industrial Policy and Promotion (DIPP), Government of India. IESPL is registered with IT Policy Uttar Pradesh, operates from Atal Incubation Centre (AIC) at Birla Institute of Management Technology under NITI Aayog, Government of India.**

**Responsibility**

* **Inspire, encourage, and support faculty with creative and sustainable research and technology solutions that support teaching and learning.**
* **Cultivate an environment that encourages creative and independent use of instructional technology throughout the school**
* **Work with the principals and technology committee in the development and continued evolution of a scope and sequence for technological and information literacy skills and ensure that technological and information skills are being taught in alignment with the scope and sequence**
* **Provide skill development in the areas of technology and information literacy for students, through partnering with faculty, direct classroom instruction, and outside the classroom in groups or individually**
* **Provide, as needed, technical support to faculty/staff**
* **Stay abreast of new technologies that have academic and/or instructional value**
* **Assist in the management of online learning resources (e.g. PlusPortals, OneNote, School webpage, Learning Management Systems, etc.)**

**July 20 –Dec 21**

**Compendious Medworks Pvt Ltd , as Business Development Specialist.**

Compendious Med Works Pvt. Ltd. is an affiliate company of California Medical Behavioral Health (CMBH) based in San Diego, California. Compendious Med Works is directly funded by CMBH and reports directly to CMBH.

* Responsible for the development of the market and the business in The United States and India
* Create, develop and execute strategic initiatives to create awareness, market acceptation and revenue generation.
* . Collaborate and build new business opportunities with health insurers, specialists and hospital management responsible for clinical governance, quality, patient pathways, outpatient follow-up, patient experience, patient satisfaction and efficiencies.
* Focus on the projects in which you can create a profitable business case. and you follow-up with the different stakeholders. After discussing & finalizing the contract, you stay involved during implementation and follow-up to make sure expectations are met.
* Collaborate with local organizations supporting business development and implementation. You also collaborate with other e-health, Medtech, and pharma companies to create synergies.
* Short communication line and proactively report progress in the CRM. When successful, the business development manager is in pole position to lead the growth of the business

**May 19 – June 20**

 **Saraswati Dental College and Hospitals, as Marketing Manager**

* Develop and implement strategic Marketing & Sales plans and forecast to achieve desired objectives.
* Manage sales and marketing operating budgets
* Oversees and evaluate market research and adjust marketing strategy to meet changing markets and competitive conditions
* Monitor competitors’ product/sales and marketing activities.
* Coordinates liaison between marketing and other related departments.
* Prepare periodic reports showing potential sales and areas of proposed expansion.
* Ensure Branding and Visibility of the College and Hospital.
* Weekly Reviewing of all activities.
* Monitoring Digital Marketing and Social Marketing activities.

**March 16–April 19**

**PS Lighting Private Limited, as Senior Manager(Sales & Marketing).**

PS Lighting - one of the leading manufacturer and suppliers of new generation Solid State lighting Solutions LEDs. Our products were widely used in Commercial, industrial , Land Spaces ,Retails and so on**.**

PS Lighting works under its brand name called **BIOLUME.**

* Planned the entire new product launch in East India
* Planned 15 distributors in East and North India .
* Handled Commercial Dealings
* Visibility and Branding of the Products were looked after Extensively.
* Stock Planning and Supply Management was being handled within timelines.
* Did a turnover of 20 lacks to 30 lacks per month after launch.

**Jul’ 10 – Mar 16**

 **Tata Teleservices Ltd., Kanpur as Zonal Head - Senior Manager**

Responsibilities:

* Monitoring and ensuring accomplishment of customer and revenue market share – mobility
* Supervising zonal operations and influencing multiple teams to deliver operational excellence in customer service, channel management and market expansion
* Formulating zonal sales strategies to help drive gross additions and best in class distribution
* Focusing on CDMA business and data (Photon Plus)
* Organizing production activities in the company
* Facilitating new connections for the clients

**Highlights:**

* Achieved highest revenue growth in Q4
* Bagged:
* Star Award in April 2013 ,2015
* Superstar Award in April for HSIA Performance in 2015
* COO’s Superstar Award for Best Zone in year 2010-11
* Adjudged as the achiever of SIP (Q1)

**MAY’ 06 – Jun’ 10**

**Bharti Airtel Ltd**. Zonal Sales Manager, Dehradun

Responsibilities: ZSM

* Supervised a team of fifteen which included One Asst. Manager, Five TSM’s and Nine RSO’s
* Handled IKSL, PCO business and Modern trade for Dehradun
* Updated the team on new products & services and ensured proper flow of information
* Coordinated with circle acquisition & U&R team and implemented various primary, secondary and tertiary sales promotion schemes
* Conducted market competition analysis, provided feedback for new product launches and achieved market share metrics
* Explored new markets by supervising retail mapping, competition analysis & distributor appointment thereby ensuring timely and effective launch of new towns
* Tapped profitable business opportunities by picking distribution gaps in the existing markets
* Supervised preparation of MIS reports, ensuring proper and timely flow of information at all levels

**Highlights:**

* Served as exceptional contributor for two years in a row (2007-2008)
* Won Final Frontier Contest in Feb - March’09
* Received Best Zone Award in ECS in Q3 and Q4

**Sep’ 04 – May’ 06**

**Hutchinson Essar, Kanpur as Senior Executive**

**Highlight:**

* Received Hi Touch Award in 2005

**Sep’ 02 – Sep’ 04**

* **Marico Industries Ltd., Kanpur & Fatehpur as Senior Executive**

**Highlights:**

* Adjudged as Outstanding Performer across Eastern UP for exemplary performance in 2002
* Recognized good control over financial aspects with achievement of 100% sales & revenue target
* Successfully achieved record sales growth of 120% across the territory in 2004

**May’ 00 – Sep’ 02 Arvind Brands Ltd.,** UP West & Uttaranchal **as Executive**

**Aug’ 98 – Apr’ 00 Methodex Systems Ltd., Luck now as Executive**

**EDUCATION**

* PGDBM (Marketing) from Institute of Productivity & Management, Luck now in 1998
* B.Sc. (BIO) from Luck now University, Luck now in 1995

**IT SKILLS**

* Well versed with Windows, MS Office and Internet Applications

**PERSONAL DETAILS**

Date of Birth: 13th August 1973

Address: F-2, Muskan Apartment, Aliganj, Lucknow-**226024**

Languages Known: English and Hindi