

JOB OBJECTIVE

Actively pursuing a dynamic position in **Sales and Marketing**, utilizing extensive experience in developing global partnerships, implementing effective market strategies, and optimizing distribution channels to maximize revenue and achieve corporate objectives.

CORE COMPETENCIES

Strategic Planning & Execution

Market Research

Public and Media Relations

Budgeting and Sales Forecasting

ROI Accountability

Performance Measurement

Competitor Analysis

Client/Stakeholder Management

Key Account Management

Revenue Growth

Territory Growth & Expansion

Channel Management

Team Building & Leadership

Stakeholder Management

EDUCATION

- MBA, Calcutta University, India, 1993-1995
- Bachelor of Commerce, Calcutta University, India

AWARDS

- Best Executive Director in Mohammadi Group, Bangladesh for General Management in 2015
- Best Zonal Head for achieving 100% of AOP (Revenue & Collection) with Ten Sports India in FY 12-13
- Best Regional Director in India award with Reliance Broadcasting and Network Ltd in 2010

PROFILE SUMMARY

- **Over 23 years** of experience in **Sales & Marketing**, with a proven track record in driving strategic growth and spearheading business development initiatives
- Currently serving as the **Senior Vice President of Sales & Marketing at Reach India**; successfully developed and implemented strategic plans to exceed revenue targets
- Proven track record of **managing large P&L accounts** and driving sales through effective team leadership.
- Built a **strong sales infrastructure** from the ground up, expanded penetration in new markets, and delivered immediate results producing new business while directing business development, deal organization, and building credibility and rapport with new and existing customer stakeholders
- **Strategy Architect** credited with successful formulation and implementation of **sales and marketing strategies**, programs & contents to improve sales opportunities; development of short & long-term strategic plans including annual business plans, promotion and innovation strategies
- Advised on **realistic forecasts for product & territory** and realistic costs of operating the salesforce; supervised the forecasting & planning of sales targets and executing them in a given time period
- Identified & **established strategic alliances** / tie-ups with new business partners, resulting in **deeper market penetration**
- Initiated & developed relationships with key decision makers in corporate for business development
- Positioned business growth through go-to-market planning, pipeline generation, financial performance, and revenue generation
- A **forward-thinking person** with strong communication, analytical & organizational skills; well organized with a track record that demonstrates self-motivation & creativity to achieve corporate goals

WORK EXPERIENCE

Senior Vice President – Sales & Marketing, Reach India, Mumbai, India
September 2022 – Present

Key Result Areas:

- Attaining and surpassing revenue targets for both domestic and international markets, with a specific focus on Mumbai, MENA and Singapore
- Developing and overseeing budgetary plans to drive organizational profitability and financial success
- Maximizing sales opportunities by establishing alliances, resulting in deeper market penetration and reach
- Developing robust market knowledge of existing & potential clients and ensuring business growth opportunities are aligned to the company's strategic plans
- Impacting organisation profitability through effective strategic and tactical management decisions and new business development
- Formulating end-to-end sales solutions, streamlining operations, contributing to long-term growth objectives of the corporate entity
- Steering business operations for the profit center to realize pre-planned sales and revenue targets; formulating profit center budget for operational/ business development activities
- Formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through
- Effectuating pre-planned sales strategies for accomplishment of performance milestones
- Connecting with clients for suggesting the most viable product range and cultivating relations with them to ensure regular business

- Chairman's Medal (Mr. Ratan Tata) for best Zonal Head with Tata Chemicals Ltd in 2002

PERSONAL DETAILS

Date of Birth: 3rd May 1969

Address: 87, East Santoshpur Housing Society, Mukundapur, Kolkata – 700099

Languages Known: English, Hindi, Bengali, Oriya and Nepali

- Developing the business and brand channel strategy in order to achieve the set goals relative to market shares and bottom-line
- Setting up goal of achieving sales target, new customer development, and new product development every year and filter companies as per risk of supply
- Devising & effectuating go-to-market strategy of introducing products to win mutually beneficial deals; pioneering business development to enhance revenues by identifying market opportunities

**Vice President – Sales & Marketing, RCG Infomatics & Services Pvt. Ltd., Kolkata, India
Feb'20 – Aug'22**

Highlights:

- Spearheaded the sales and marketing division, devising innovative distribution solutions and implementing effective strategies to drive business growth
- Directed comprehensive brand positioning initiatives, integrating product, corporate, and consumer communication strategies to enhance brand visibility, attract new customers, and drive market share growth
- Implemented break-even strategies in pioneering projects, such as OTT, to ensure profitability and sustainable growth
- Developed and oversaw budgetary plans to drive organizational profitability and financial success
- Devised comprehensive strategies for client engagement, solution implementation, and efficient delivery management

CEO - Bengal Communication Ltd., Dhaka Bangladesh

Apr'16 – Sep'19

Highlights:

- Led the sales and marketing team, achieving 28% increase in revenue and 8% in market share
- Successfully set up OTT services in Bangladesh, resulting in 21% increase in customer engagement and revenue growth
- Managed channel distribution for Star Sports, Sony, Zee, India Cast, Discovery, and Turner International
- Spearheaded the broadband business and achieved 95% penetration in targeted areas
- Oversaw the management of the company's networks and ensured smooth network functioning

PREVIOUS EXPERIENCE

**December 2013-March 2016: Executive Director, Media Vertical Mohammadi Group
Dhaka, Bangladesh**

**November 2011-November 2013: Business Head – East and South East Asia, Ten sports
Broadcasting Company, India**

**August 2008-November 2011: Regional Director, East, Reliance Broadcast Network
Limited Media Company**

**April 2007 - July 2008: Vice President- Sales and Distribution, Zee Turner Ltd, Media
Company, India**

**November 2003-March 2007: Regional Head of Sales and Marketing, Pernod Ricard
India Ltd. Alcoholic Beverages Company, India**

April 2001-October 2003: Zonal Sales Head, Tata Chemicals Ltd., FMCG Company, India

**July 1997-March 2001: Area Sales Manager, Regional Sales Training Manager, Henkel
Spic India Ltd, India. FMCG Company India**

March 1995- June 1997: Sales Executive, Nestle India Ltd. FMCG Company India