**Sandeep**

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**Top Management Professional**

**(International Sales & Marketing | Distribution Management| Business Management & Development | Country Operations)**

**Career Summary**

**Professional Synopsis**: An accomplished Top-Level Strategist with over 16 years of robust record of cross-functional experience and entrepreneurial insight in driving global business growth by planning and executing strategic commercial and distribution plans, creating international channel expansion plans for the development and implementation of international sales growth, global business requirements, and client needs with full P&L accountability. Instrumental in turning around the emerging markets, including India & Africa with a prominent record of growth in the International Channels across South East Asia & Africa. Hold distinction of managing and leading 300+ Distributors of NCR IPS worldwide for a wide range of product line. Possessing strategic insight and business acumen for building market presence of products, driving growth and expansion in competitive markets. Hold credentials in introducing numerous innovations to achieve P&L objectives and turnaround growth whilst translating organizational vision into strategies.

***Added Expertise:***

* Sales & Marketing
* Business Development
* International Channel Development
* Manpower Management
* Revenue Enhancement
* International Sales
* Country Operations
* Innovation & Change
* Business Management
* Communication & Presentation
* Strategy Planning
* Global Business Expansion
* P&L / ROI
* Distribution Management
* Liaison & Coordination

**Professional Snapshot**

* Significant track record of success in establishing annual product line revenue and gross margin plans, meeting revenue & gross margin objectives and managing product life cycles to achieve organizational country objectives.
* A strategic leader and change executive with a verifiable record of success in setting up innovative market strategies, deploying market programs, and improving the strength of the overall product program.
* Strong liaison skills with the abilities in maintaining an effective and transparent coordination across Sales, Learning, Manufacturing, Global Manufacturing Engineering, Research & Development, Financial Planning & Analysis, Pricing, Supply Line Management, Distribution Logistics and other members of Global Marketing.
* Strong exposure in setting up global distribution channels, driving business transformation, innovation, managing P&Ls, translating vision into strategy and detailed execution, change management, team organization/ motivation and building profitable scale.
* A recognized leader, hold credibility in establishing and operating a business venture as a Profit-Centre Head successfully while leading corporate strategy, designing a business model to establish operations and clean product development strategies.
* Skilled in developing as well as nurturing long term strategic partnerships for enhanced business prospects, spreading goodwill and augmenting business prospects whilst setting up and developing international sales teams.
* Ingrained confidence to interact with individuals at all levels in multicultural environment with a focus on developing and maintaining “TRUST” of internal and external customers as well as the stake holders.

**Professional Experience**

**– NCR CORPORATION, DUBAI, UAE**

NCR is the worldwide leader in Self Service Solutions with its Headquarters’ based out of Atlanta, USA. NCR Systemedia (IPS Division) is a business unit of the NCR Corporation is involved in developing, producing and marketing a complete line of information products and consumable. The organization’s services and supports more retail and financial transaction based systems than any other company in the world. NCR is the world leader in ATM machines, point of sale terminals, self-service systems and data warehousing with 75% of the world’s banks as customers.

**Growth Path:**

As **Director – International Channels & Emerging Markets** – 2014 – Till Date

As **Director – Global Channels (Worldwide)** – 2012-2014

As **Director – IPS Channel Sales - (Middle East – Africa Region)** – 2008 – 2012

As **Business Development Manager (Middle East – Africa & Asia Pacific Region)** – 2005 – 2008

As **Marketing Manager (Middle East – Africa & Asia Pacific Region)** – 2002-2005

As **Marketing Manager (Middle East & Africa Region)** – 2001 – 2002

As **Customer Service Manager** – 1999 - 2001

**Key Achievements:**

* Hold distinction of consistently meeting the Corporate objectives for last 5 years on Revenue, Bottom Line and Operational Efficiency in the assigned Region.
* Successfully achieved a solid growth in both Revenue and Operating Income by 33% in Africa Business in last 2 years.
  + Africa turnaround came from NIL revenue & no structure to a Growth region with Sales person and partners in over 15 countries today.
* Developed the Global Channel business by 13% in 2 years and successfully penetrated in 6 new Markets by developing new distribution channels across Ethiopia, Philippines, Singapore, Angola, Mauritius and Morocco.
* Meticulously reduced Cost by 12% on outsourced Third Party Products.
* Established Organizational structure and set up with 8 people in Africa and South East Asian markets to drive the business across these regions.
* Adroitly achieved Revenue growth of 16.4 % last year for MEA as well as consistently achieved Annual Revenue Plan for MEA & APAC for last 8 years.
* Steller in meeting BU Margin for all the areas and established a Distributor network across the region – specifically UAE / Bahrain / Africa / Pakistan / Jordan, Bangladesh.
* Grew Direct Sales business by 21% as of Q1 for 2016.
* Developed Indirect Channel business by 37% as of 2006, established CSC (Customer Service Centre) in UAE and played a vital role in conducting the first Road Show for NCR, SMD in India & UAE in 2005.
* Contributed in the deployment of E-Commerce in MEA as well as deploying IVR in India and hold distinction of working directly with Top 10 accounts in the region.

**Key Deliverables:**

* Driving strategic plans that impacts corporate presence, performance and profitability for the products by implementing a sharp eye for fresh approaches while understanding critical communication drivers and trends in multiple international markets.
* Managing the complete P & L of the division in India & Africa, strategizing sales campaigns and defining business mission and performance standards across all functional areas while managing the whole gamut of P&L and business development functions.
* Responsible for entire product life cycle, driving business acquisition strategies by identifying new geographies & appointing channel partners for market expansion to increase the overall market share in the region.
* Carrying out Project Planning and implementation activities for newly launched products/brands in the market, developing and implementing marketing plans and programs, both short and long range, to ensure the profit growth and expansion of Systemedia products and/ or services.
* Identifying and exploiting opportunities in existing business through introductions from existing business unit/ divisional management along with analysis of cost effectiveness and competitor’s strategies and proceeding.
* Defining and effectively presenting consistent company position and message through all avenues of contacts while developing reputation in line with company business-growth objectives.
* Exceeding revenue objectives while continually creating opportunities for revenue generation in a professional manner and achieving assigned targets by maintaining a quality business relationship.
* Instrumental & influential in the working of the Strategic Long Range Plans for the division to contribute in creating corporate strategy and Investment plans in the assigned region.
* Driving efforts to achieve satisfactory gross margin and market share performance in relation to plan and to general and specific trends within the industry and the economy.
* Facilitating pre-release pricing support by gathering the pricing strategy statements from BU and distribute to the field Provide pre-release pricing support and coordinating bid reviews with appropriate levels of management.
* Responsible for planning, executing and continuously developing company’s sales strategy and forecast, creating good environment and team spirit within the business by effective communication, motivation, mentoring and delegation skills.
* Setting standards for services delivered, monitoring performance, leading the overall execution of the operational strategies, consulting with agencies and advertisers and building long-term senior relationships industry wide.
* Planning & conceptualizing various strategies to achieve business goals for business development aiming towards the growth in business volumes, as well as profitability.
* Developing scope of each product line, including product development & brand management, defining business mission and performance standards across all functional areas while managing the whole gamut of P&L and business development functions.
* Planning, executing and developing company’s sales strategy and forecast, creating good environment and team spirit within the business by effective communication, motivation, mentoring and delegation skills.
* Working closely with Local teams on Launch of the products / Road Shows, Managing and Growing the customer base and Channel partners in the region.
* Utilizing the organizational development framework, including Global Relationship Process, Six Sigma or Design for Excellence to guide the creation and deployment of new products.
* Responsible for the development of relationships with clients/suppliers to ensure customer loyalty and retention, ensuring to achieve the highest levels of customer service and satisfaction.
* Conducting Market research among customers to know their feedback on channels and product lineup and value added packages on various product lines.

**Awards & Recognitions:**

* Achieved ‘Best Performer Award’ for the year 2012, 2013 & 2015
* Awarded ‘Great Recognition Award’ in 2006 for Systemedia business unit
* Appreciated with the ‘Marketing Award’ in 2006 for successful growth of “New Product Lines”
* Bagged ‘Marketing Award’ in 2004 launching new products and services in the region
* Received ‘Strategic Excellence Award’ in 2002 for deploying the corporate strategies in MEA region
* Achieved ‘Great Performer Award’ in 2001 for double digit growth in the region

**Education**

**1999 Masters of Business Administration (Graduated with High Distinction over 90%)**

University of Newcastle – Sydney, Australia

**1997 Bachelor of Commerce, Honors**

Shaheed Bhagat Singh College – New Delhi, India

**Professional Trainings & Courses**

* Principles of Effective Performance Management – 2014
* Selling the Total Solution – 2013
* Brand Ambassador Orientation – 2010

**Personal Details**

**Date of Birth**: 10th Dec, 1976 | **Nationality**: Indian

**Driving License**: UAE Driving License (up to 2025)

**Visa Status**: Employment Visa

**Languages**: English and Hindi

P&L Management, Strategic Planning & Business Development, Product Development & Management, Portfolio/Program/Project Management, Operational Strategizing, Business Process Management & Improvement, Credit & Risk Management, People Management and Development, Financial Management & Budgeting & Forecasting, Relationship and Account Management, Channel Management, Payments, MIS & Reporting, Costing, Pricing, Treasury and Settlements, SLA management, Training, Driving Productivity, Customer Service & CX, Cross functional liaison in a Matrix setup, AML & Compliance Management, ECDD, GRC and Fraud Management

Profit Centre Operations, Venture Capital, Property Development, Strategy formulation and implementation, Online Advertisement, Business Operations and Management, Team Management, Strategy formulation and implementation