**SAILESH**

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Al Nahda, Sharjah.

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| **About Me** |  |  |  |  |  |  |  | **COVER LETTER** |  |
| Highly developed skills with 17+ years |  |  |  |  |  |  |
| of experience in | driving distribution, | Dear Sir / Madam, |  |  |  |
| channel partner & retail business across |  |  |  |
|  |  |  |  |  |  |
| PAN India, SAARC & SEA countries. |  |  |  |  |  |  |
| Hands on expertise | with | problem | I am a key enabler to the business growth of my employer, distributor and channel |  |
| business partners and at the same time, creating ecological values to ensure growth |  |
| identification, |  | effective | solution |  |
|  | and sustainability to the business. |  |  |  |
| implementation, creative thinking , ease |  |  |  |
|  |  |  |  |  |  |
| inanalyzing, |  | understanding | data, | Below are my core competencies to drive organization objectives thru Channel |  |
| working under | time | pressure | and |  |
| Partner to achieve revenue, geo expansion and market growth. |  |
| presenting myself in a professional |  |
|  |  |  |  |  |  |
| manner with a proven entrepreneurial |  | **“Channel Engage – Enable – Execute – Optimize”** |  |
| approach towards objectives and tasks. |  |  |  |  |  |  |
| Excellent | in | inter-personal |  |  |  |  |  |  |
| communication and social skills built |  | **Core Competencies** |  | **Skill Set** |  |
| through extensive experience & training. |  |  |  |  |  |  |
| • | GTM – Channel On Boarding | Distribution Setup (IN, SEA & |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | Distribution, Channel , Retail & | SAARC) / Channel |  |
|  |  |  |  |  |  |  | Modern Retail / Geo | /Franchisee/Retail Setup / Business |  |
| **Professional Skills** |  |  |  | • | Expansion | Development |  |
|  |  |  | Building Channels & Targets, | Key / Channel Account Management |  |
|  |  |  |  |  |  |  |
| Strategic Planning |  |  |  |  |  | Channel Business & Revenue | Process Improvement / Productivity |  |
| Performance |  |  |  |  |  | • | plan | Channel Review/Management |  |
|  |  |  |  |  | Channel , Agreement , | Reporting / Channel PR |  |
|  |  |  |  |  |  |  | Negotiations & Execution |  |
| Influencing |  |  |  |  |  |  | Driving Large SI, OEM , ECO |  |
|  |  |  |  |  | • | Defining KPI, Partner Business |  |
|  |  |  |  |  | System, VAR’s / Enterprise business |  |
|  |  |  |  |  |  |  | Reviews / Wallet Share |  |
| Negotiations |  |  |  |  |  |  | thru channel / SME, Modern Trade, |  |
|  |  |  |  |  | • Channel Payout Policy, Sales |  |
|  |  |  |  |  | Large |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | Operation Manual & Process |  |
| Decision Making |  |  |  |  |  |  | Analysis / Competition Mapping |  |
|  |  |  |  |  | • | Channel Communication, |  |
|  |  |  |  |  |  | Driving Product Launch / Press |  |
|  |  |  |  |  |  |  | Enablement Policies, Incentive |  |
| People Management |  |  |  |  | Release / Channel BTL / |  |
|  |  |  |  | Programs |  |
|  |  |  |  |  |  |  | Promotional Events / Channel |  |
|  |  |  |  |  |  | • | Driving ECO System business |  |
| Recruitment |  |  |  |  |  | Satisfaction / Training |  |
|  |  |  |  |  |  | thru Alliances / SME / Partners |  |
|  |  |  |  |  |  | Channel Communication & Programs |  |
|  |  |  |  |  |  | • | Driving Relationship with |  |
| Alliances |  |  |  |  |  | People Development, R & R |  |
|  |  |  |  |  |  | “CXO” |  |
|  |  |  |  |  |  |  |  |  |

**Personal Skills**

Looking forward.

Self Management

Leadership

Team Work

Thanks & Regards,

|  |  |  |
| --- | --- | --- |
| Motivation | **Sailesh.** |   |
|  |  |

Coaching

**Key Achievements**

* Initiated & Built Channel Partner Base of 400 channel partners across country for various Product category
* **Launched IoT** –Home Security &Surveillance products
* **Launched** - Road Pulse VehicleTracking System

**Key Achievements**

* Increased the channel revenue by 35% from small towns (Sec C & D cities)
* Launched unique program for Channel FoS Lakshya/Family One
* On boarded 1200 Partner with 70% partners contributing to active business on quarterly basis
* Created “Do Big” Sales Program for channel partners

**Key Achievements**

* Successfully increased the market share up to 80% against AMD

through distribution/channel partners.

* Launched 3D Product across IN & SEA region
* On boarded 400 active Retail partners for consumer products
* Initiated & executed 30 multiple LAN Gaming across IN & SEA

**Key Achievements**

* 95%+ market share in India tablet & UMPC segment in 2H 2007~8.
* 60% market share in India for UP-PC segment in FY2008/100% growth Y-o-Y (IDC AP PC tracker).
* On boarded active 200 Retail & 100 Enterprise Partners
* Opened up / access to 150 Retail Outlets across country

|  |  |  |
| --- | --- | --- |
|  | **EXPERIENCE** |  |
| **Jan 2015 – Feb 2018** | **Trimax IT Infrastructure & Services Ltd.** |
| Mumbai | AVP | Head – Distribution, Channel & Retail |

* Building Channel Partner base PAN India as per product category / P&L
* Channel GTM, Sales enablement policies for channel development, sales delivery, review mechanism, BTL execution, People training & engagement
* **Product:** Internet of Things (IoT) based Road Pulse, Home Security &Surveillance, SMART City (SMART Transit, Solid/Medical Waste Management and Crowd Management System), Data Centre, and Cloud & Wi-Fi.
* **Revenue Managed:** US$ 8 B

**Jan 2011 ~ Dec 2015** **Tata Teleservices Limited.**

Mumbai Sr. Manager Channel Strategy, Sales & Planning

* Conceptualized, created & implemented SME channel partner policies defining national Channel GTM, business model, Product Payout & Partner Enablement/Engagement/Incentive program on PAN India level.
* Drove cross selling/Up selling in SMB/E accounts to sell Broadband, ILL, Cloud Services, Global Mobility & Network Services (P2P, MPLS), Data Centre Solution, Co-Location services thru Partners.
* **Product:** MPLS, ILL, CDMA Dongle / SIM, Vehicle Tracking System, IDC,Mobile Date Products, Video Conferencing Systems, Toll Free
* **Revenue Managed:** US$ 6.5 B.



**Oct 2009 ~ Dec 2010** **NVIDIA Graphics India Pvt. Ltd.**

Mumbai Distribution Account Manager - IN & SEA

* Appointing, business agreement negotiations with National Distributor Partner Rashi Peripherals, Aditya Infotech with defined KRA and quarter business review. Driving channel partner ECO system with AIC partners like ASUS, MSI & Zotak.
* Executing Forecasting, Market Planning & Development, Partner programs/training/Product launch and quarter review with AIC / Channel / Distribution partners.
* Initiated & executed BTL / training for top 10 cities for 3DV
* **Products:** Consumer Graphics Processing Units, 3D Vision Glasses
* **Revenue Managed :** US$ 3 B

**Jan 2006 ~ Sep 2009** **Fujitsu PC Asia PTE LTD.**

Mumbai Channel Sales Manager (IN & SAARC)

* Initiated, reviewed & executed the new business agreement with HCL for Enterprise Product Sales & Redington India for Consumer Product Sales thru sub distribution, Retail Stores, IT Channel, Traders and modern trade.
* Executed service agreement with Redington for product service & spare for PAN India & technical Call Center support for India along with HCL
* region / Executed various marketing activities, product specific Road shows, training, Channel R&R, Channel conferences to ensure continuous communication, engagement & feedback.
* **Products**: Laptops, Desktops & PC Accessories
* **Revenue Managed :** US$ 1 B

**Key Achievements**

* Grew Retail Store business to 120% Q-o-Q FY2004~5 (IDC)
* **Award** : 120% Achievers Club
* **Award** : Fastest Retail OutletOpened
* On boarder 350 Retail partners across western region
* Drove Sec C & D class cities revenue thru Retail to drive 35% growth

**Key Achievements**

* Top 4 projector brand in India 1H2002.
* Drove market share to 45% (Optical Biz) 2H2002.
* Drove and grew SAARC PC component business share to 45%.
* On boarded 800 & 300 partners in IN and SAARC respectively.
* **Award** : 135% Achievers Club

**Academic**

**FY 2009 ~ 2011**

**PG Diploma in Marketing Management, Mumbai , India.**

Prin. L.N. Welingkar Institute of Management Development & Research

**FY 1993 ~ 1997**

**Graduate in B.Sc.**

Anugrah Narayan Collage, Magadh University, India.

**Personal Dossier**

D.O.B : 25th Aug 1977

Marital Status : Married

Relocation : Open for discussion

Travel : Up to 80% of time

**Hobbies**

Camping, Travelling & Driving

**Apr 2003 ~ Dec 2005** **Acer India Pvt. Ltd.**

Mumbai Regional Channel Sales Manager (West)

* Appointing & driving retail sales with top distribution partners Ingram Micro, Tech Pacific India Ltd, Salora International Ltd., Supertron India Pvt Ltd. & Iris Computers Ltd for product Sell In plan.
* Successfully created the new channel network for Acer retail network (exclusive/non exclusive stores) / trading channel / sub distribution/ alternate channel for western
* Drove “alternate channel” for Projector business
* Initiated & executed BTL activity across western region
* **Products:** Laptops, Desktop, Projectors, Monitors & PC Peripherals
* **Revenue Managed:** US$ 250 M

**Jan 2000 ~ Mar 2003** **BenQ India Pvt. Ltd.**

Mumbai Channel Sales Manager (IN & SAARC)

* Appointed National Distribution Partner SES Ltd., Neoteric Info. & Tech Pacific India Ltd. for product Sell In plan.
* Appointed Godrej & Boyce to drive the projector business through DGS&D rate contract. / Created alternate channel network with Office Automation for PC/Projector business.
* Opened up new geography SAARC for business growth and launched the brand.
* **Products:** Laptops, Desktop, Projectors, Monitors & PC Peripherals &Components
* **Revenue Managed:** US$ 150 M

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