

Anand
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***With 4.5 years of experience focused in the Technology domain, out of an overall experience of 14 years, Anand is an Enterprise Solution Project Management and Sales professional who is passionate about understanding client’s business needs and positions and delivers business solutions that increase productivity, efficiency and lowers the overall cost.***

**Accomplishments**

* Drove growth by winning and delivering end to end projects for new accounts worth $200,000+ in the financial year 2018-19
* Incepted and drove relationships with C-Level Executives of prospective accounts
* Kickstarted sales in a new region of UAE
* Materialized three new logos by driving Process Discovery and POCs
* Successfully executed Project Management for key accounts

**Expertise**

* Lead Generation:
* Good understanding of LinkedIn and the process of Lead Generation on the portal
* Actively conducted networking with OEM Partners to drive lead generation
* Consultative Selling:
* Establishment of healthy introductory interaction with clients
* Educating them of the capabilities and understanding their pain points
* Assuring them of the takeaways by initiating process discovery or POC
* Build professional relationships as a part of the overall execution
* Account & Project Management
* Successfully co-ordinated between the Delivery Team and Client for Project Management and Solution Implementation
* Handled Developers, Business Analyst, SMEs and Designers
* Built relationships with external and internal stakeholders and become the key contact
* Achieve sustainability by creating a balance between theoretical and pragmatic ways
* Solution Design
* Map client’s needs to Digital Solutions
* Present the benefits generated by the solution to the business
* Capturing the AS-IS process and design process maps
* Facilitating designs of To-Be process maps along with Solution Architects
* Technology
* Robotic Process Automation (RPA) – Automation Anywhere, UiPath, Softomotive, etc.
* OCR/ICR
* Digitization / Application Development
* Experiential Technologies like Augmented Reality, 3D Mapping, Holograms, etc.
* Domain
* IT, BFSI, Retail, Manufacturing, Real Estate, Events, etc.

**Synopsis**

* A competent professional with **14 years of experience** in the verticals of **Project Management, Client Servicing, Account Management, Business Development and Solution and Strategy Design.**
* Out of the overall experience, 4.5 years have been in the Technology domain
* Presently working as **Manager – Global Sales & Project Management at XLNC Technologies.**
* Dealt in technologies like RPA, Application Development and Augmented Reality
* An effective communicator with good interpersonal skills & strong analytical abilities.

**Organizational Facets (Regular)**

**September 2017 – Present XLNC Technologies Manager – Global Sales**

**Areas of Coverage:**

* End to end business management for Robotic Process Automation (RPA), Machine Learning, Artificial Intelligence and Software Development
* One of the initial key members of the technology’s division of XLNC
* Played lead role in building business development and project management vertical
* Developed SOPs right from lead generation to closure and delivery
* Designed communication for various lead generation channels
* Evaluated and established the right CRM
* Handled a team of 5 sales professionals
* Generated leads individually and drove them to closure
* Apart from India, generated global leads and handled them end to end
* Conducted face to face meetings, initiated development discussions, delivered POCs, negotiated contracts, procured accounts and conducted project management till delivery
* Account Management
* Managed a team of RPA Developers, Business Analyst, SMEs and Process Owners
* Catered to accounts like Hafele, Abu Dhabi National Insurance Company, Kalpataru, etc.

**Key Aspects:**

Development of Sales and Project Management Vertical – Training and Monitoring a Team – Developing and Managing Global Market – Lead Generation – POC - Process Discovery and Project Management – Costing and Closure

**Jan 2016 – Jan 2017 Wizcraft Int. Ent. Manager – Client Servicing Brand Activations & Events**

**Areas of Coverage:**

* Key contact between the client and brand activation team at Wizcraft
* Manage and provide technological solution to multiple briefs
* Leading client servicing and business development meetings as face of the company
* End to end solution
* Detailed understanding of concept, creative and design, client servicing and production
* Catered to high profile brands like Gionee, Marico, FICCI, McDonalds, Nerolac
* Delivered innovative on-ground marketing and launch events
* Hands on experience of show running for various high profile events
* Manage a team of 8 members and Report to DGM

**Key Aspects:**

BD and Client Servicing – End to End Account Generation - Project Management - Market Research – Ideation and Conceptualization - Production and Vendor Management - Event Management - Strategy Building - Team Management - Market Expansion

**Oct 2014 – April 2015 Vibrant Holiday Destinations Corporate Communications Manager**

**Areas of Coverage:**

* Creation and Moderation of all official communication for branding, marketing and BD
* Conceptualisation, development and execution of marketing and branding content for online and offline marketing, ATL & BTL, guerilla marketing and lead generation campaigns
* Handled a team of designers, content writers, lead generators and production
* Acted as the face of the company for corporate presentations and account management
* Added a lot of innovation in the traditional ways of operations.

**Key Aspects:**

Corporate Communications, Business Development, Market Research – Presentation - Ideation and Conceptualization - Meetings and Client Servicing - Production and Vendor Management - Event Management - Strategy Building - Team Management - Market Expansion

**July 2012 – May 2014 JV Media Brand Activation Head**

**Areas of Coverage:**

* Understanding client’s brief or requirement
* Ideating strategies to effectively showcase various brands and their offerings
* Creation of campaigns for activations, events, lead generations, guerilla marketing, etc.
* Played lead role in creations of in-house communications like the website, sales presentations, showcase presentations, etc.
* Meeting prospective leads, need generation and account closure
* Client Servicing
* Successfully managed a team of designers, client service executives, conceptualizers, etc.
* Vendor Management - Account Management and Relations Building
* Successfully handled brands like Idea, IPL, Promart, Fountainhead, Percept, Gujarat Tourism, Smaash, etc.

**Key Aspects:**

Market Research – Presentation - Ideation and Conceptualization - Meetings and Client Servicing - Production and Vendor Management - Event Management - Strategy Building - Team Management - Market Expansion

**April 2009 – June 2012 Gramini Communications Branding & PR Executive**

**Areas of Coverage:**

* Majorly constructed meaningful and productive press releases
* Did relevant market research
* Media Management
* Played key contact between the client and the media -

**Key Aspects:**

Understanding Brief – Content Creation – Client Servicing – Media Planning and Management

**INITIAL CAREER HIGHLIGHTS**

**BPO Industry work experience (3yrs 9mnths):**

* Intelenet Global Services, Malad (June-08 – Feb- 09)
* Worked at Zenith Enterprise, Goregaon (Jan-07 – Apr-08)
* Worked at Customer One, Malad (May-05 – Dec-06)

**Highlights in BPO Industry:**

* Handled a team of 15-20 people.
* Shifted from Product Sales to Banking Customer Service processes and showed substantial results.
* Served customers for brands like Barclays, DishTV America and Dell.

**Other Experience and Interests:**

* Photographer, Content Writer, Keyword Planning, Designs

**Academic Credentials**

2007 Graduate of Bachelor of Management Studies (BMS) with majors in Marketing and

 International Finance.

 2004 H.S.C from Bombay Board

 2002 S.S.C from Bombay Board

**Software Proficiency**

Well versed in MS Office (WORD, EXCEL & POWERPOINT), Internet and E-Mail Applications, Photoshop and After Effects, Automation Anywhere, Microsoft Visio and Igrafix

**Personal Vitae**

Date of Birth : March 30, 1986