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| Accolades / Awards   * *Recognition and appreciation of completing 10 years in OnMobile Global Ltd* * *Recognition and appreciation of completing 5 years in OnMobile Global Ltd* * *Received Pat On The Back award for best employee in Oct' 2011*     Skills Snapshot   * *Strategic Planning* * *Sales & Marketing Leadership* * *Account Management* * *Customer Communications* * *Growth Management* * *Business Development* * *Change Management* * *Team Leadership* * *Adaptability* * *Planning and Organizing Work*     Academia  **Master School of Management,**  **Meerut - IND**, 2003   * *Post Graduate Diploma in Business Management (PGDBM)*   ***CCS University, Meerut - IND***, 2001   * *Bachelor in Commerce (B.Com)*   ***Aptech Computer Education,***  ***Meerut - IND****, 2001*     * *Advance Diploma in Software Engineering (ADSE)*     Personal Information  **Languages**   * *Hindi and English*   **Date of Birth**   * *31st January 1980*   **Nationality**   * *Indian*     **Visa Status**   * *Tourist Visa (DOE: 07.11.2017)* | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Profile & Value   |  |  |  |  | | --- | --- | --- | --- | |  | |  | | --- | | * 12+ years’ experienced sales and marketing professional who excels in evaluating client requirements, and delivering strategic solutions to complex sales, key account management, and business development opportunities. * Strategic and hands on, with strong project and product management sensibility and ability to be engaged, tenacious and passionate about delivering outstanding and creative ideas for market penetration | | | | * Talented sales strategist and tactician offering thought leadership, strategic advice, insights for market differentiation, competitive advantage, and account management strategies * Demonstrated experience as Account Manager and as a Sales Executive within Telecom Services and FMCG companies. Creates an exciting learning environment for team members while ensuring that the organization worked towards improving knowledge, skills and behaviours that are needed to drive business results | |   Professional Summary   |  |  | | --- | --- | |  | **OnMobile Global Ltd. - Chandigarh (IND)**  **Account Manager - Regional**  *Feb 2006 - Jun 2017* |  |  | | --- | | ***Contribute to the development and implementation of a robust Account and related***  ***Usage based Promotions Management Strategy to instill profitable revenue growth for***  ***BSNL’s Value Added Services portfolio***  **Revenue Management / Consumer Awareness and Marketing Initiatives:**   * Responsible for achieving Quarterly and Yearly targets. * Accountable for analysis of competition and market trends, researching current VAS trends and leveraging on areas of new revenue opportunity * Employ commercial skills to exploit all opportunities and identify new innovative ideas to marketplace and promote the brand; reached to end customers via SMSs, IVR, etc. * Pro-actively liaise with other company functions (e.g. product management / Service/Operations/Collections) aimed at maximizing profitable revenue growth for the company * Develop long-term route to market strategies to deliver a process led and sustainable growth in volume * Develop the sales and promotions proposition to drive new customer acquisition, optimize conversion and customer satisfaction   **Account & Relationship Management:**   * Establish shared vision across the internal departments and the client account by building consensus on priorities leading to product execution; accountable for promotions and revenue strategy for VAS products and planning in accordance with the upcoming competition * Establish, develop, and maintain relationships at an executive-level within a portfolio of allocated key accounts * Contribute to the development and implementation of a robust Accounts Management Strategy to instill profitable revenue growth – conduct account assessment and performance management * Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships * Conduct performance audits on a regular basis and as needed   Other activities:   * Collection of payments * resolution of billing discrepancies   **Achievements:**   * Achieved 120% revenue growth during first year of joining the company and maintaining it for consecutive 5 years * Achieved 100% of payment collection targets * Effectively launched new products to achieving growth for account development * Established strong dealer relationships to gain preferred product positioning and provide business and marketing council to ensure the maximum sales potential |  |  |  | | --- | --- | |  | **Parle Agro Pvt. Ltd. – New Delhi (IND)**  **Sales Executive**  *Mar 2004 – Jan 2006* | | |  |  |  | | --- | --- | --- | | **Highlights:**   * Management and operational oversight of the company's region FMCG Sales operations in order to provide streamlined operations, reduced operating costs, and greater profitability * Implemented long-term channel management and route to market strategies to deliver a process led and sustainable growth in volume and distribution width * Support channel specific goals (distributors and retailers) relative to lead development as well as sales activity including customer acquisition, retention and lifecycle  |  |  | | --- | --- | | * ***Achieved sales targets for every month*** | * ***Grew customer base by 45% through untapped potential retailers*** | | | | | | |  | |