



## SHASHANK SHARMA

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Seeking challenging Senior Level Assignment in Sales, Business Development, Client Servicing with an organization of high repute, where my acquired skills and experienced could be utilized to contribute towards organization's success

### SUMMARY

**Profile** : Male, 34  
**Nationality** : Indian  
**Current Location** : Mumbai, India  
**Passport Details** : Z5791212; Validity: 16<sup>th</sup> Dec 2029  
**Marital Status** : Married  
**Current Position** : **Manager – Marketing & Sales**  
**Organization** : **Kingsmen Middle East**

### CAREER SNAPSHOT

**Dynamic Professional with 9 years** of rich experience in Strategic Planning, Sales, Business Development, Channel Management and Brand Development activities. Excels in devising and implementing strategies for strengthening business operations, leading corporate sales, brand enhancement, transformation and transition programs/projects. Rich expertise in designing and implementing robust sale and marketing strategies, market/trend analysis, channel development and relationship management. Adept in creating sophisticated sales model while heading operations and catapulting business to profit centers/business ventures. Recognized for achieving extraordinary results in achieving business growth objectives within start-up, turnaround and rapid change environment. An unwavering commitment to client service, with ability to build productive relationships, resolve complex issues and win customer loyalty. High-energy, results-oriented leader enthusiastically meeting deadlines and managing team to work in sync with the organizational set parameters & motivating them for achieving business and individual goals.

### EXPERIENCE

#### Kingsmen Middle East (Dec'2019-Present)

##### Manager – Marketing & Sales

##### Notable Accomplishments:

- **COVID-19:** Jumpstarted research & development to introduce 2 new value streams
  - **CAS** – Contactless Access Control
  - **Collaborated** with designers to offer Manufacturing Support to run the mill
- Devised the plan to tailor the offering around Exhibitions, Events & Interiors as part of the BCP initiative within 2 months of joining & Closed my first order in 45 days
- Implemented HubSpot CRM for Sales and Marketing

##### Key Accountabilities:

- Streamlining sales and marketing activities across assigned regions in line with Global market expectations.
- Client Servicing and farming with offerings around Exhibitions, Events & Interiors from Design to Delivery.
- Implementing CRM to monitor and track performance around business strategies, annual goals, forecasting and setting product and market wise targets.
- Leading market expansion and development of partner network, whilst working closely with the existing marketing channel.
- Driving Operations & Design team members to increase efficiency
- Coordinated with the organization's goals to achieve business & individual goals.

## **GLIMMA India (Since Oct'2018 – Dec'2019)**

### **Head – Business Development & Sales (India & South Asia)**

#### **Notable Accomplishments**

- Assayed key role in onboarding of 4 major new clients across Retail, Cinema & Distribution sector within the first 6 months generating business worth €500,000 in 13 months
- Merit of spearheading “Brand Awareness” within the team to align with our Global Mission & Vision
- Started dedicated brand building initiatives and successfully led market expansion in India & South Asia

#### **Key Accountabilities:**

- Spearheading sales and business development activities across assigned regions i.e. India and South Asia in line with Global market expectations.
- Driving new client acquisition efforts for new business, and relationship management of existing client for maximum client retention and achievement of revenues.
- Formulating and implementing business strategies, developing annual goals, forecasting and setting product and market wise targets, driving brand awareness principles, services and implementing innovative strategies to achieve business goals; controlling OPEX budget.
- Synthesizing channel business plan, identifying share gap opportunities by brand, and marketing effort/mix necessary to reach target consumer.
- Leading market expansion and development of partner network, whilst working closely with the existing sales channel.
- Driving the project execution team members to assure the completion of work in sync with the organization's goals to achieve business & individual goals

## **Maersk GSC (India) Pvt Ltd. (Nov'2016 – Sep'2018)**

### **Business Relationship Manager – North America & Europe & Disputes Process Lead – Europe**

#### **Notable Accomplishments:**

- Meticulously planned and reduced OD > 7 and OD > 30 by 28% and 7% respectively in Q3 2017 in collaboration with Sales.
- Successfully in bringing down “Un-billed Sales Order” from 56Mn to 33Mn in Q4 2017
- Selected to lead the execution team for Invoice Disputes within a span of 15 months from joining.
- Travelled extensively to Front Line offices on multiple occasions to interact with customer, understand requirements and provide solutions.

#### **Key Accountabilities:**

- Managed multiple stakeholder relationships in Maersk Line and Maersk GSC.
- Managed the execution of process transformation and automation with an aim to enhance customer service.
- Developed and implemented business plans, expanded channel network and coordinated with various stakeholders for seamless implementations.
- Ensured target achievement as prescribed by the management through effective strategy implementation.
- Drove D2C (*Disputes to Collections*) for Europe and led execution team for Invoice Disputes (*EUR*).

## **Ample Technologies Pvt. Ltd., Gurgaon (Dec'15 – Nov'16)**

### **Manager – Business Development Manager**

#### **Notable Accomplishments:**

- Holds credit for establishing **one stop IT solutions** for new account development.
- Successfully administered new mobility business in North India with Apple and Samsung as the preferred devices and incorporated Mac “**FAB**” in corporate sector.

#### **Key Accountabilities:**

- Strategise B2B sales program and business development for Apple and Samsung LFD's (Large Format Display) Business across northern region.
- Forecasted yearly targets, build business process blueprints and executed business plans geared towards capitalizing on business opportunities.
- Built and maintained healthy relations with business partners for achieving business goals.
- Strategized a judicious product mix, clever co-ordination & strong follow ups.

#### **SRSB Broadcast India Pvt. Ltd., Mumbai (Aug'2014 – Nov'2015)**

##### **Regional Manager – West & Product Manager – iPhones**

#### **Notable Accomplishments:**

- Merit of closing a crucial deal which generated a revenue of over INR 2 Crore in a quarter
- Consistently achieved assigned sales target for all for quarters and registered 37% sales growth by introducing Internet catalog sales program which subsequently was recognized as organization's top marketing venue
- Registered sustainable growth in business by over 75% within a short span of 3-Quarter time frame.
- Meticulously planned and reduced churn to 10%, thereby increasing sales volume by over 20%.
- Single-handedly managing the corporate accounts of Sterling & Wilson, L&T, Monsanto, UCB India and JSW

#### **Key Accountabilities:**

- Directed sales operations of Apple and Non-Apple (Audio, Graphics & Storage) business with an annual revenue of INR 35 Crores.
- Built and maintained solid relationship with reliable channel partners, resulting in deeper market penetration and improved market share.
- Organized aggressive promotional campaigns, technical presentation on new products with focus on expanding brand reach and market penetration.
- Advised on client strategies, market and competitor trends, account retention, identifying leverage points and buyer influence.
- Maintained balance between top and bottom-line growth.
- Recruited sales force and imparted regular training on new products and their features

#### **Waterworld Ceramics Pvt. Ltd. (Mar'2012 – Aug'2014)**

##### **Business Development Manager – Retail and Projects**

#### **Attainments:**

- Instrumental role in forging strategic alliances with brands like EGGER, Fantini and Effegibi for distribution.
- Single-handedly managed various residential projects in west India with companies such as L&T Finance, Reliance Energy, Shangri-La Hotel, Aloft and Hyatt Regency

#### **Roles & Responsibilities:**

- Drove new client acquisition efforts, made presentation and built good relationship with existing customers.
- Worked with various stakeholder and provided valuable insight on development of new product, services and distribution channel.
- Analyzed and forecasted sales targets for sales teams and tracked & recorded the activities on accounts to close deals

#### **PRECEDING ORGANIZATION**

<b>3 Global Services Pvt. Ltd., Mumbai</b>	<b>Team Leader</b>	<b>Nov'2010 – Mar'2012</b>
<b>Ocwen Financial Solutions Pvt. Ltd., Mumbai</b>	<b>Team Leader Floor Leader</b>	<b>Aug'2007 – Oct'2010 Nov'2005 – Jun'2006</b>

## EDUCATION

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- **Bachelor of Science (IT)** from Mumbai University

## TRAININGS ATTENDED

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- HubSpot CRM
- Presentation Skills
- Fast Track SME
- Train the Trainer
- Mac & iOS certification from Apple

## IT SKILLS

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- iOS, Mac OS
- MS Office Suite (Word, Excel and PowerPoint)
- Numbers, Keynotes and Pages
- HubSpot

## LANGUAGES KNOWN

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- English, Hindi, Marathi and Gujarati

## CORE COMPETENCIES

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- Motivated & Responsible
- Strong Desire & Commitment for Sales Management Success
- System & Strategies
- Comfortable talking about Money & Closure
- Relationship Management
- Conflict Management
- Rejection Proof
- Mile-stone Centric & CRM Savvy
- Pipeline Management Skills
- Brand aware
- Design Thinker
- Leadership, Team Management, Recruiting & Coaching