

ANISH BHAN

Bangalore- 560066, Cell: +91 9573566511/ +91 9381100527 email- bhananish007@gmail.com

ABOUT SELF:

I am a Sales Expert, assisting CXOs to get the best out of the Digital platforms and in the Digital Transformation Journey.

Have the ability to provide strategic inputs for the organization's growth and experienced in Sales leadership in the following areas:

- | | | |
|---|---|---|
| <input type="checkbox"/> Business Development (Hunting) | <input type="checkbox"/> Inside Sales | <input type="checkbox"/> Trade/Channel Marketing & Programs |
| <input type="checkbox"/> Program Management (Farming) | <input type="checkbox"/> ABS and Leveraging ABM | <input type="checkbox"/> Digital Solution Sales |
| <input type="checkbox"/> Enterprise & PSU Solutions Sales | <input type="checkbox"/> Domestic & International Sales | <input type="checkbox"/> Presentation & Proposal Writing |
| <input type="checkbox"/> Strategic Account Management | <input type="checkbox"/> Channel Management & Enabling | <input type="checkbox"/> AOP & Business Planning |

PROFESSIONAL WORK EXPERIENCE:

3 June 2020 till date- **Chief Revenue Officer, The Retail Insights Consultancy Services Pvt. Ltd. (www.theretailinsights.com)**

Salary being paid from Retail Insights Newgen consultancy services Private Ltd. (You may consider this as a free-lance)

Responsibilities and Achievements:

- Global business plan to scale up business through partners, Inside sales activities and Business development for promoting Digital omnification solutions and connected Retail solutions for Retailers and Brands

2 July 2018 till 31 May 2020 - **Head of Sales- Ecommerce, Embitel Technologies Pvt. Ltd. (www.embitel.com)**

Responsibilities and Achievements:

- AOP and strategize business development activities- Partner GTM, Events, Campaigns and Business development.
- On boarded 9 clients for AI & ML based Digital Commerce Omnification across Telecom, Retail, and ecommerce, Marketplace, FMCG, Fashion and Manufacturing
- Helping ecommerce heads and CIO in over achieving personalization, cross sell, conversions and deducing the cart-abandonment from their OTT campaigns and performance marketing
- Relationship manager for key partners is Digital Commerce, Order Management, PaaS, SaaS solutions
- Over achieved revenue targets of 11.25 Crores INR in FY 2019-20

3 Dec 2014 till 29 June 2018 - **Associate Director Sales APAC, TechAspect Solutions Pvt. Ltd. (www.techaspect.com) and promoted as Director Sales APAC in July 2015**

Responsibilities and Achievements:

- Business development and account management of Experience design, Digital solutions, Web Analytics, BI, CMS, ecommerce, CRM, Marketing automation, Dev Ops, Chat bots, AI & ML platform solutions, Cloud Platforms services
- Over achieved YoY in 2016-17 and 2017-18- order booking and revenue target. Domestic and International sales, acquired clients in BFSI, Education, Insurance and healthcare
- On boarded 10 clients. Won 3 year, multi-million dollar deal from an education client in the USA
- Started the ecommerce practice as an addition responsibility- signed up with Hybris
- Conducted and participated in 3 events globally
- Assisting CIOs, CMOs and head of ecommerce to get the cost of lead down and enhance the lead generation and monetization by applying personalization solutions
- Signed up key partnerships and worked closely with partner ecosystem for driving sales strategy
- Good exposure to project management methodology, use of Account based sales and leveraging ABM
- On-boarded, mentored, coached inside sales and presales team and providing strategic inputs to the management

June 2012 to Aug 2014 **OFM Channel leader, India- IDM/DIS, Oracle India Pvt. Ltd. (www.oracle.com)**

Oct 2010 till June 2012-**Senior manager- Channels and Alliances**

Responsibilities and Achievements:

- Channels Sales through SI partners and Global consulting partners for India and later for North India through focused partners
- GTM using PDF, MDF, enabling and sales through partners of Golden Gate, SOA, BPM, Web center, IDM, Exa-logic
- Achieved 108% in 2014 with revenue target of 7.5 Million USD. Achieved year on year growth
- Over achieved Partner GTM campaigns budgeted activities for – emails campaigns, road shows and seminars
- Won the largest OFM contract (Includes IDM, Golden gate, web center) from a Telecom company in North India

June 2010 till Oct 2010- **Partner marketing manager 1- PSG, HP India sales Pvt. Ltd. (www.hp.com)**

Jan 2008 till May 2010- **Partner business manager**

Responsibilities and Achievements:

- Enabling Partners through programs, channel development activities and Relationship manager for 10+ SI
- Conducted Multicity training and certification of Partner sales representatives for commercial
- Target setting, planogram implementation for HPW and engaging with Key Partners for funds and program for setting up 25 SMB solutions centers. Had a budget of 0.3 Million USD
- Over achieved half-yearly revenue targets of 10 Million USD through regional business planning with SI and direct involvement in large bids

Jan 2006 to Jan 2008- **Sr. Manager Sales- (Government, PSU & Defense). Bharti Airtel Ltd., formerly known as Bharti-Tele ventures Ltd. - (Airtel Enterprise services), New Delhi. Team Manager**

Responsibilities and Achievements:

- AOP for the vertical for Airtel brand services (Data, Fixed line and Mobility).
- Scaled up the team of Account managers, Channel managers (voice), Sales coordinators, and Team leads
- Achieved 105% of the data target and 100 % of mobility target (FY 2006-07) and got major breakthroughs in Fixed line
- Scaled up the team for driving growth, signed large deals with PSUs and Defense
- **July 2007 till Jan 2008** as **Account GM**, responsible for key accounts- Railways and NIC. However, the experience certificate was issued with Sr. Manager Sales mentioned on it

PREVIOUS ASSIGNMENTS:

Jan 2005 – Oct 2005- **Manager Sales and operations –India, Ocwen ACCES, Ocwen financial solutions Pvt. Ltd., Bangalore - Hosted Call center solution –IPCC, Team Manager.**

Jan 2004 – Jan 2005- **Manager Band II (RLCG), ICICI Bank Ltd., Margao, Goa. Handled different roles, Team Manager and managed 4 products**

July 2002 - Jan 2004-**Associate Vice President – Branch operations (Pune), GTL Ltd., Team manager –ISP, SI, hardware and software, Team Manager. Participated in integration of 3 Business units at the Branch level**

Oct 2001 –June 2002- **Solutions Architect, GTL Ltd.**

March 2001 – Sept 2001- **Consultant, joined at Global electronics commerce services Ltd., got merged into GTL Ltd.**

Non-Salaried partner with Mahindernath Jankinath (Jammu)

PERSONAL DETAILS:

Education:

- **Pass out 1994 B.E (Electrical & Electronics):** First class degree, M.I.T, Manipal

Trainings:

- MDP at MDI Gurgaon, Power base account management by Holden

Other Details:

- **DOB:** 05 September 1971, **Nationality:** Indian, **Languages:** English and Hindi