



## Suyash Minocha

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## Summary

An entrepreneur by nature & Business Solution Consultant by profession.

As a Business Solutions Consultant, the success of my clients (Domestic & International) is of paramount interest. I primarily focus on my client's Digital Experience Management through multiple channels targeting their business goals.

Act as a bridge between the client and the delivery team to realize my client's business goals by providing the right technology and business solutions.

I'm well-versed not only with Domestic but international business, international markets, negotiations, planning, development, relationship management, operational development, project management, client acquisitions and strategic partnerships.

I believe in delivering the best-in-class solution working with a highly skilled global team.

## Education

- Completed Graduation (Bachelors Program in Business Administration)- 2009
- Completed Senior Secondary School Examination - 2006
- Completed Secondary School Examination -2004

## Experience

### The Market Hut (ZoeQ Technologies) (Gurgaon) Oct 2020 - Present (New venture of HostBooks Ltd-CEO)

#### Sr. Manager Business Development & Projects

- Responsible for planning and overseeing international projects and targeting international market i.e., US & UK for lead generation, business development, project management and pre post sales services to ensure customer success within the budget.
- Recruiting, training and managing a team of 20+ Project Managers & Sales Executives, Responsible for Project Management operations, forecasting & achieving sales targets in a given time frame through the team.
- Recruiting, training and managing lead generation team of 15+ Email Marketers & Business Development Executives to generate the best possible Leads & business for the company.
- Develop and directs project management operations and strategic planning to meet organizational goal, provides overall strategic governance for projects by establishing standards, processes, and tools used for effective project delivery.
- Responsible for Domestic / International BPO IT sales globally (SEO, Digital marketing, DND, websites design, CRM, software's etc.) in different geography.
- Spearheading their entire operations and increasing profit by adding new clients in IT/staff augmentation space.
- Leading & monitoring the performance of team members to ensure efficiency in sales and project operations.
- Organizing training for Sales/PM of respective areas for new and existing products to enhance sales.
- Work with team to develop proposals to meet client's needs, concerns, and objectives.
- Monitoring random calls for quality check to ensure teams are adhering to the processes, SOPs and guidelines.
- Communicating with the team and management on project development, timelines, and results.
- Work with technical staff and other internal colleagues to meet customer needs.
- Facilitating roll-out of Visual Dashboard Reporting (Weekly, Monthly and Annual) global reporting, associated reports, analytics, and related presentations to management to keep a track of business operations.
- Devising attractive commission structure Daily/Weekly/Monthly for the team to generate more leads/ sales.
- Responsible for the development and implementation of new processes and procedures for effective and efficient team operations.
- Integral part of Management review meetings to review results and make necessary changes in the strategy to meet business goals.

## HostBooks Limited - Gurgaon (Aug 2019 - Sep 2020, 1 year 2 months)

### Assistant Manager Sales/Business Development

- Managed average span of 50-70 FTEs with 5-6 Supervisors and ensure that the team consistently meets or exceeds daily sales performance metrics.
- Overseeing sales personnel to setting sales targets, to ensure the success of a company's sales department. Also set sales goals, track sales, produce sales reports, complete monthly forecasting and set department budgets.
- Motivate and engage the sales team with monetary and non-monetary (intrinsic) motivational tactics, such as sales contests, lucrative incentive packages, prizes, and public recognition
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Work effectively with internal support departments (Marketing, Professional Services, and Product Development) to develop effective sales strategies that promote sales to new and existing customers.
- Handling customer complaints if necessary and reviewing customer feedbacks.
- Responsible for the development and implementation of new processes and procedures for effective and efficient team operations.
- Conducting Management review meetings and review results of the actions taken.
- Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counselling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.

## RNF Technologies Private Limited -Noida (December 2017 - August 2019, 1 year 9 months)

### Assistant Manager Sales/Business Development

- Responsible for acquiring new business opportunities (from hunting to closure) in international market i.e., USA, Europe and APAC.
- Participating in proactive sales initiatives by conducting operational assessment at client site to have a better understanding of the prospect's ecosystem.
- Identify sales leads, pitch goods or services and maintain a good working relationship with new contacts.
- Researching organizations and individuals online (especially on social media) to identify new leads in internationally.
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Training personnel and helping team members to develop their product knowledge and skills.
- Keep records of sales, revenue, invoices etc.
- Managing and retaining relationships with existing clients.

## BirchStreet Systems (Garg Data Information-Noida) (From May 18th 2016 – May 31st 2017, 1 Year)

### Implementation Project Manager

- Primary responsibility for deploying software solution in international market (Specifically into Hotels) (US, Europe & Gulf Countries) This involves working internally and externally coordinating tasks, arranging the implementation schedule with internal technical Services and training departments and ensure the successful implementation.

This includes: -

- Business / Needs analysis.
- Gathering client's requirements and coordinating activities during implementation.
- Establishing and maintaining timelines for implementation projects.
- Scheduling customer deployment with internal technical team, while effectively managing the process.
- Assisting with training and initial support for customers.
- Identifying potential issues and resolutions to mitigate risks.
- Identifying opportunities for process improvement based on best practices.
- Managing all stages of the project life cycle from pre-sales to post implementation.
- Ability to work with multiple customer accounts at the same time.
- Training BirchStreet international clients both onsite and remotely, (If required).

## Surreal Media Labs - Noida (December 24th 2013 – April 30th 2016, 2 Years 5 Months)

### Customer Service & Operations Manager

- Mentor new hires and ensure they achieve competency in the process
- Achieve team Productivity/Performance Metrics and achieve team quality scores
- Maintain on/above target attendance and maintain low/below target attrition/shrinkage
- Generation of effective daily, weekly and monthly MIS Reports.
- Responsible for periodic resource estimation and planning based on current attrition rates, increasing volumes and buffer estimation.
- Responsible For Shift Monitoring and Control
- Responsible For Maintaining and Updating Team Skills Matrix
- Responsible for maintenance of Client Production Report, Turnaround Time (TAT) report, Client Accuracy Report and Internal Quality Report, Error and production reports, Daily dashboards.
- Conducting Management review meetings and review results of the actions taken
- Review performance of Team Leads and KPI.
- Responsible for the development and implementation of new processes and procedures for effective and efficient team operations.
- Handling customer complaints over call if necessary and reviewing customer feedbacks & solving them in timely & professional manner.
- Accountable for team and portfolio performance and to conduct appraisals

- Preparing program strategies and SOPs for smooth and efficient functionality
- Generating and maintaining re-ports for the portfolio to keep effective track on performance
- Dealing directly with the clients – both internal & external for smooth operations.
- Responsible for tracking process related errors and issues and giving feedback to team members on errors and suggesting methods for improvement on the same.
- Analysing the root cause of an issue/problem and resolve the issue/problems faced by the team.
- To mentor, motivate and lead team members towards project completion and providing technical leadership at process level.

## IQor India Limited - Noida (Nov 13th 2008 –Dec 23rd 2013, 5 years 2 month)

### AVP (Assistant Vice President)

- Performance management – to keep check on all efficiency metrics to ensure profitability is attained.
- Coaching & Feedback – Constantly coach my people to bring their skill set to the optimum level.
- Compliance – Constantly provide updates to my team to mitigate risk.
- To keep a check on attrition
- Dealing directly with the clients – both internal & external for smooth operations.
- Coordinating with the Software Department and providing them with logic to automate and meet business requirement.
- Drill down reports analysis – To ensure that overall productivity is in place
- Analyse various performance metrics to maintain hygiene on floor through Batch-level Inventory, Liquidation etc. on daily / weekly / monthly basis.
- Preparing capacity plan for the Portfolio to understand the requirement of human resource months by months • Handling a team of 14 Agents and responsible for their performance improvement in terms of five major parameters as Productivity, Quality, Attrition, Absenteeism and Complaints.
- Working as Team Leader of an outbound team handling Third party collections (Tertiary & Quarts high balance paper) for a blue-chip client – Bank Card – charged off accounts.
- Identifying the training needs of the team members
- Rostering and seat utilization for the team.
- Develop strong interpersonal relationship with the team to cohesively bond them together with the company and integrate them with the vision and core value.
- Holding regular team meetings with Team Members to ensure that there is constant flow of information and knowledge dissemination
- Conducting periodic analysis of Teams Performance against standards, developing & conducting training programs for bottom 20% agents to facilitate achievement of agreed performance milestones.

## Aegis BPO (Gurgaon) (Oct 2007-May 2008, 8 Months)

### Executive Collection (1<sup>st</sup> party U.S International portfolio - Collections)

- Collect payments on past due bills.
- Create a list of people who have not made payments. Organize list according to severity of delinquency.
- Locate customers using credit bureau information, background checks, loan documents, and other paperwork or databases.
- Out bound for US customers for payment collection and offer advice or refer customers to debt counsellors.
- Utilize computer systems to handle skip tracing.
- Inform clients of overdue accounts and amount currently owed.
- Attempt to collect payment.
- Review terms of sale or loan documents.
- Ensure all customer information is correct, including phone numbers and addresses.
- Listen to customer's story and determine if debt can be collected.
- Set up repayment plans and new terms of sale.
- Record new commitment to repay debt.
- Send statements of delinquencies to credit bureau.
- Initiate repossession proceedings or hand over account to law practice that
- Purge records if debt has been satisfied.
- Report satisfied debts to credit bureaus.
- Follow federal and state laws dealing with debt collection.
- Print reports for management.
- Purge records from deceased people.

## PVR Cinemas - Faridabad & Indore (2006 - 2007, 1 Year 7 Months)

### Tr. Duty Officer (Operations)

- Supervise the functions of the department employees, facilities, operations and cost on a day- to-day basis.
- Key management: includes opening & closing of shift in presence.
- Cash Management: includes issuing of daily floats, handling cinema imprest, shift banking, shortage control etc.
- Monitors and controls, on an on-going basis
- Quality levels of product and service
- Customer satisfaction
- Merchandising and marketing
- Operating costs
- Sanitation, cleanliness and hygiene of the entire area under his purview.
- Ensure optimum performance in specific jobs assigned in the above areas.
- Conducts daily briefing & sets up targets/ goals for the shift, makes constant effort to achieve the same.
- Check for staff grooming/ discipline.
- Oversees the services of Cinema from box-office to concessions and cleaning, to ensure highest standards and quality services at all times.

- Conducts under the guidance of the Cinema Manager, such functions as employee orientation, staff training, on the job performance, coaching and disciplinary action, if necessary, to ensure appropriate staffing and productivity.
- Ensures that displays are up-dated at all times, and effectively co-ordinates with Programming & Marketing for compliance.
- Maintains minimum stock levels of all items and participates in inventories on weekly basis.
- To ensure smooth operations at all times.
- Make rosters on a weekly basis for box office, Floors, concession staff and strictly control manpower costs.
- Manage Food and Beverage merchandising using various mediums and creatives to stimulate customers to impulse buying and boost sales.
- Have strictest controls on cash handling and ensure that there is no pilferage of moneys and safe procedures of money handling are adhered to.
- Conduct Print check every Thursday night. It includes ensuring Display & Commercial compliance.

### SUMMARY- SKILLS

Expertise in business development, client's management, collation, reporting and presentation of data for operational and/or management needs.

### DECLARATION

I hereby declare that all the information furnished by me in this resume is correct as best known to me.

Date: .....

Place: .....

(Suyash Minocha)