



ANURAG UPADHYAY

Senior Level Assignments

~Sales & Marketing ~ Business Development ~ Operations Management ~

Location Preference: Ahmedabad/ Pune/ Mumbai

Key Skills

Strategic Planning



Sales & Marketing



Business Operations



Client Acquisition & Account Mining



Digital Marketing



Revenue Generation



Service Delivery Management



Performance Management



Training & Development



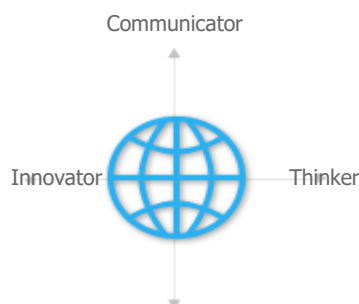
Team Building & Leadership



Profile Summary

- Performance-driven professional with **nearly 18years** of experience in Strategic Planning, Sales & Marketing, Client Management, Business Development, Vendor Management and People Management while directing global & national projects
- Expertise in directing productive cross-functional teams using interactive and motivational leadership that spurs people to willingly give excellent results
- Proficient in initiating& developing relationships with key decision-makers in target organizations for business development
- Skilled in managing business operations with profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame
- Resourceful at achieving & maintaining Zero Error Graph ratings for the team operations in an effective manner
- Exposure in monitoring business in new and growth areas and motivating people to perform beyond their normal past established skills/ levels
- Swiftly completing projects with competent cross-functional skills and making sure on time deliverables within pre-set cost parameters
- An enterprising leader with skills in leading personnel towards accomplishment of common goals

Soft Skills



Career Timeline

I-Serve Systems Pvt. Ltd. (UK based MNC, HQ – Middlesex, Stanmore),
Ahmedabad as Operations Manager

Adecco India Pvt. Ltd. Ahmedabad; as
National Strategic Sales Strategist
& Regional Head - Sales & Acc. Mgmt.



Education

- 2012: MBA in Marketing from IIBMS, Mumbai
- 2004: B.Com. from Gujarat University



Training Attended

- Lean Six Sigma – Green Belt – KPMG (2013)



Technical Skills

- MS Office and Internet Applications

Work Experience

Since Dec'18 with ManpowerGroup Services India Pvt. Ltd. (*ManpowerGroup Global Company, Fortune Global 500 MNC, Milwaukee*), Mumbai

Last designated as Associate Director | Staffing

Growth Path: Dec'18 to Mar'21: Regional Head – Sales

Role:

- Leading the staffing business for the assigned set of clients nationally for Manpower.
- Leading the New Sales & Account Management function for the zone.
- Responsible for the Gross Margin improvement and profitability.
- Client management, retention and growth for existing client base.
- Global account management and generating other growth opportunities in India.

Highlights:

- Record wins of bringing large and MNC clients on-board YOY nationally.
- Largest contributor of the volume business in India.
- Award of excellence for the best sales team in India.
- Doubled to wallet share in few MNC clients taking business from the competitors.

Since Dec'11 with Adecco India Pvt. Ltd. (*Adecco Group Company, Fortune Global 500 MNC, Zurich*), Ahmedabad
Last designated as Head – Sales (West Region)

Growth Path:

Dec'11 to Jan'13: Client Account Manager

Feb'13 to Jul'16: Manager – Strategic Sales & Accounts

Aug'16 to July'18: National Strategic Sales Developer

Aug'18 till date: Regional Head – West (Sales)

Role:

- Accountable for the Business Development for the West Region.
- Representing the Group Sales for the Adecco Group India
- Contributing towards promoting all Adecco Group Brands, solutions selling and growing inside sales function
- Managing key large client relationship and generating business through cross sales.
- Identifying prospective clients, generating business from the existing clientele
- Create new leads & aggressively grow & retain the market share.

Previous Role:

- Creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team of 70 Managers, across 50 locations in India, for General staffing sales business (BOPS)
- Developing & executing high-level strategies, making high-stakes decisions and combat mission-critical business challenges for the PAN India sales team
- Conducting competitor analysis by keeping aware of market trends & competitor's moves to achieve market share metrics
- Tapping international business (new clients), Green field projects & conglomerates
- Monitoring client relationship, engagement & escalation at senior management level
- Working on training sales organization in General staffing on strategy

Highlights:

- Track record of acquiring Global MNCs with sizable business revenue in India
- Attained 2 x Total Sales Revenue in just 11 months, compared to the previous years
- Played a key role in winning client confidence and improved business growth
- Acknowledged for reduction in TAT for the payroll process in less than 3 months by process restructuring.
- Overachieved the top line sales revenue individual target by 40% (2015)
- Adjudged for increased Gross Margin by 17% under the National GMIP Strategy (2014)
- Pivotaly redesigned the CST function and Delivered 400% Growth with 13% conversion
- Felicitated for being one of the Champions in the National Sales Contest

- Contributed towards increasing Project Output with an average of 60% conversion on inbound calls
- Successfully restructured the associate life cycle process in 6 months, resulting in to 10 x net volume



Previous Work Experience

Sep'10 to Dec'11 with QX Ltd. (*UK based MNC, HQ - Skipton*), **Ahmedabad**
Manager – Payroll Operations

Jun'04 to Aug'10 with I-Serve Systems Pvt. Ltd. (*UK based MNC, HQ – Middlesex, Stanmore*), **Ahmedabad**
Operations Manager



Personal Details

Date of Birth: 18th November 1980

Contact Address: 12, Shyam Sunder Society, Opp: Vishal Nagar, Isanpur, Ahmedabad - 382443

Languages Known: English, Hindi, Gujarati