

## ANISH BHAN

Bangalore- 560066, Cell: +91 9573566511/ +91 9381100527 email- [bhananish007@gmail.com](mailto: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](http://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](http://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](http://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](http://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](http://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