**Pritam Gurumayum**

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**Seeking assignments in the areas of Sales & Marketing, I design and execute monetization programs – Product and Solution development, Corporate branding, CRM and Strategic Partner Management. I like to pitch ideas, open up new revenue streams, and make customers happy.**

 **CAREER CONSPECTUS**

* A dynamic professional with More than **16 years** of experience in **Corporate Strategy Development & Execution, Business Development, Enterprise Sales, B2B Sales, Channel Sales, SaaS Sales, ERP Sales, IT Sales, Sales Cycle Analysis, Sales Lead Generation, Cross & Inter-selling Strategies, Market Research & Analysis, Promotional Activities, Digital Marketing , CRM, Project Management, Event Management, P&L Management, Agencies and Suppliers Management.**
* **Managing P&L** for a dynamically growing business by generating **new business, selling solution, services & products**, maintaining relationships with clients.
* Skilful in organizing, interpreting and communicating market information / data to facilitate the **decision making process** of the **top management**.
* Highly astute, energetic and team spirited with a strong work ethic, able to fill numerous **financial and investment roles**.
* Managing **Marketing campaigns**, Digital Marketing (**Email Marketing, SEO, Social Media Optimization & Marketing, Landing page optimization, Blog Marketing, PPC, Viral Marketing, Online Bidding, Business Collaterals, Quotation, Whitepapers, Infographic, Case study, Banner**).
* Planning and preparing presentations, People development, **Cold Calling, Secondary research (Jigsaw (data.com), Zoominfo**, **Hoovers, InsideViews, Capital IQ**)**)** on various industry segments to identify prospective clients, Interaction with the Sales & Marketing team around the globe to exchange new project ideas, Analyzing competitors marketing & sales strategies, Handling **RFI/RFPs** from various sales teams in **US, EU, Middle East and Pan India**.
* Sound knowledge in CRM Tool (**Sales force, MS Dynamics 365,** **Zoho**, **Bitrix24 and Vtiger CRM**) and Email Marketing Tools (**Sendy, Campaign Monitor, Hub Spot,** **Moosend,** **GetResponse and Mail Chimp**).
* Participating and presenting **Seminars, Trade Shows, Online Demo, Webinars and Events**.
* **Google Adwords Certified, HubSpot Certified, Six Sigma: Green Belt Certified, Deeplearning: AI for everyone Certified, NASBA:** **Sales Negotiation Certified.**

**BUSINESS ACQUIRED**

* **Marketing & Sales Strategy Development & Execution**, Sets clear procedures - **identifying objectives and needs for marketing opportunity**. Develops, maintains and coordinates a **marketing budget** and plan that aligns marketing activity for each offering, including recommendations for the regional marketing mix, keeping costs within the agreed limits.
* **Business development**, evaluation market for new **business opportunities**, key **accounts managements**, **corporate selling**, handling of **corporate tie-ups**, maintaining relationship with existing clients, implement defined **sales strategies**, to **achieve targeted sales**.
* Monitors market trends and **competition activities** and proposes counter actions. Performing **GAP** analysis, **Benchmarking** analysis and **SWOT** analysis on US, Europe, UK, India, UAE market.
* Preparing the **Agreements, Quotation, Whitepapers, Infographic, Case study, Banner for the Campaigns, Clients Responding and Preparing RFPs and RFQs**
* Interfacing with **Clients / Project Leads** for **requirement gathering and finalisation of technical specifications**, sorting out Client/customer **related issues / handling escalations.**
* **Call monitoring** of sales team on weekly and monthly basis, conduct **one-to-one mentoring, coaching** and weekly huddle sessions.
* **Hiring new talent**, managing and motivating teams to produce enhanced results. Constantly work on corrective / **preventive measures to meet/exceed the targets**, **identify training needs** and ensure that the gaps are filled within the time frame
* Preparing **MIS**, Meeting people/teleconference in key positions to get their inputs for the research study and to explore potential business opportunities for the client.
* Timely and accurate communication of **marketing plans** and **achievements** with the **management team**. **Budget reports** on a timely and accurate basis that informs management, teams and relevant budget holders of local marketing expenditures.
* Campaigns and other corporate communications - including web content - according to guidelines, meeting timeline and budget parameters.
* Create and maintain a **calendar of marketing** activities and **training course plan**. **Management of events** and working from campaign project plans to execute activities as required.
* Preparing and presenting **research reports** comprising of **industrial trends, industry information**; interpreting the result of research studies and providing business recommendations.
* Conducting **benchmarking study / trend analysis** and using various business tools to assist the critical **decision making process**.
* Building and maintain the **Loyalty Program** (Create, maintain and build upon relationships with prospects, existing Customers)
* Analyzing latest market trends and **tracking competitor’s activities** and providing valuable inputs for fine tuning **marketing strategies**.

**CAREER CONTOUR**

**Ratna Global Tech Pvt. Ltd., Hyderabad (http://www.ratnaglobaltech.com/) Since December 2020**

Title**:** **AVP** **Sales and Marketing** Team Size: **12 Members**

**About Ratna Global Tech: Ratna Global Tech** **is a leading California based global software company offering SaaS, ERP, CRM, Salesforce Solution, SAP B1 solution, BI solutions to organizations around the world.**

**Responsibilities:** A responsible for Ratna Global Tech top line revenue across all service lines on a worldwide basis. And also leads Marketing and Sales for Ratna Global Tech. This position is responsible for handling multiple accounts which involves a combination of critical functions including Sales & Marketing Strategy Development & Execution, Product/Service marketing, Business Development, Enterprise Sales, Sales lead generation, appointment setting , Channel (sales to and through agencies), both quota carrying/closing roles as well as appointment setting team, market research, competitive analysis, Email Marketing, Digital Marketing/Online marketing, campaign management, CRM/CS, database marketing, Project Management, Relationship Management & Team Management and PR efforts.

**YapApp India Pvt. Ltd., Gurgaon (http://www.yapapp.net/) Since November 2019 to March 2020**

Title**:** **VP** **Sales and Marketing** Team Size: **8 Members**

**About YapApp:** New startup venture of Dizzi Globile Pvt. Ltd. The company will venture into FinTech, Blockchain & IT Solution.

**Responsibilities:** My Responsibility involves marketing, pre-sales & post-sales, strategic alliances and execution in all areas of sales and business development functions in North America, APAC and Middle East. Currently focused on sales growth across multiple product and service offerings and Customer Relationship Management, managing growth for the company, identifying customer needs and coordinating efforts to meet those needs.

\*\*\*All of the company's operations in India were shut down due to the Coronavirus.

**Tradeboox Pvt. Ltd., Gurgaon (http://www.tradeboox.com/) Since April 2015 to November 2019 (4 years, 7 months)**

Title**:** **VP** **Sales and Marketing** Team Size: **31 Members**

**About Tradeboox: Tradeboox** **is a leading Singapore based global software company offering SaaS, ERP, Catalogue & Transaction management solutions, Healthcare Solution, HIS, POS solution, IT solutions and invoicing tools to organizations around the world.**

**Responsibilities:** I am responsible for the commercial, sales, and delivery organizations across the regions of US, EU, Middle East and Pan India. This position is responsible for handling multiple accounts which involves a combination of critical functions including Sales & Marketing **Strategy Development & Execution**, **Enterprise Sales, Business Development, sales lead generation,** Direct sales, Channel (sales to and through agencies), Onside & Inside sales, both quota carrying/closing roles as well as appointment setting team, market research, competitive analysis, Email Marketing, Digital Marketing/Online marketing, campaign management, CRM/CS, database marketing, Project Management, Relationship Management & Team Management and PR efforts.

**The Highlights**

Achieved on average a 20% sales growth increase over two years **($ 15 Million)**. Successfully introduced new product lines and recruited and trained teams.

**Flexsin Pvt Ltd., Noida (http://www.flexsin.com/) Since December 2010 to March 2015 (4 year, 6 months)**

Title**:** **Head** - **Marketing and Business Development** Team Size: **22 Members**

#### About Flexsin Pvt. Ltd.: An Offshore Software Development Company offers SaaS, ERP, Marketplace software, SEO Marketing, ecommerce website development, mobile application and desktop application development services around the world.

**Responsibilities:** A responsible for Flexsin top line revenue across all product lines on a worldwide basis. Manage 4 Sales Managers, 12 Sales Reps, 6 BDRs. This position is responsible for handling multiple accounts which involves a combination of critical functions including **Product/Service marketing**, **Business Development, sales lead generation, Sales**, **Inside sales**, market research, competitive analysis, Digital Marketing, Online biding (Upwork, guru, peopleperhours), campaign management, CRM/CS, database marketing, PM, Relationship Management & Team Management and PR efforts.

**The Highlights**

Suggested recommendation for improving the PM and services Quality issues. Successfully achieved new target revenue **($8 Million)**.

**Cvent India (P) Ltd., Gurgaon (http: //www. cvent.com) Since February 2007 to December 2010 (4 years)**

Title**:** **TL -** **Marketing and Business Development** Team Size: **9 Members**

**About Cvent: Cvent is a leading US based global software company offering solutions for event management, web survey and email marketing tools to organizations around the world.**

**Responsibilities:** This position is responsible for a combination of critical functions including **Sales and marketing Strategy Development & Execution**, **Direct sales**, Channel (sales to and through agencies), **Inside sales**, both quota carrying/closing roles as well as appointment setting team, market research, competitive analysis, product marketing, online marketing campaign management, CRM, database marketing.

**The Highlights**

Successfully introduced **new revenue** streams called BCP and recruited and trained teams. Successfully handling **RFI/RFPs** from various sales teams in US, EU, APAC.

**CONSULTANT CAREER**

**Advisor to Startups (**[**iBOSS**](http://www.ibosstechsolutions.com)**,** [**Digistak**](http://www.digistak.com)**,** [**Syptus**](http://www.syptus.com/), [**GamesGuru**](http://gamesgurupvt.weebly.com/)**), Delhi, Gurgaon Since May’ 2020**

**Collaborative Growth Network**

Helping various SaaS and marketplace software startups with strategic direction. Focused around sales, marketing and channel strategy. Mostly martech and salestech. Special focus on helping companies builds channel strategies where marketing agencies are the channel. I help companies grow by implementing sales and marketing excellence. Worked with 3 of businesses directly as well as helped agencies and media companies grow by helping their clients achieve predictable, measurable and improvable ROI from the marketing and advertising services they provide.

**Specialties**: Online/web development, online marketing, inbound marketing, lead generation, marketing automation, content marketing, seo, channel sales, sales management, consultative sales, agency new business, marketing services, coaching marketing agencies, selling marketing services.

**SCHOLASTICS & CERTIFICATION**

**Bachelor of Computer Applications (BCA)** from C.C.S. University, Meerut in 2006 with 69 % marks.

**Google:**  Ads Search, Ads Mobile, Ads Display & Shopping Ads.

**HubSpot**: Email Marketing, Inbound Marketing, Inbound Sales & Sales Software.

**Project Management Institute:** Six Sigma: Green Belt

**Kellogg School of Management**: Operations Management.

**Deeplearning.ai:** AI for everyone.

**NASBA:** Sales Negotiation.

**Pluralsight:** [Leading with Emotional Intelligence](https://app.pluralsight.com/library/courses/leading-emotional-intelligence), [Using Critical Observation on the Job](https://app.pluralsight.com/library/courses/critical-observation-on-job).

**LinkedIn Learning:** B2B Marketing, Strategic Partnerships, CMO Foundations: Measuring Marketing Effectiveness (ROI), How to Tell Stories That Win Market Share, Sales Prospecting.

**IT Skills:** Well versed with MS Office Suite, Adobe Photoshop, Generating reports in Sales force CRM**,** Microsoft CRM, Bitrix24 and Vtiger, Email Marketing Tools - Sendy, Campaign Monitor, Hub Spot, GetResponse and Mail Chimp, Social media tool HootSuite & Internet Applications.

**PERSONAL VITAE**

**Date of Birth:** 17th Feb. 1986. **Languages Known:** English, Hindi and Manipuri