



# HEMANT H SHAH

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## **BUSINESS DEVELOPMENT & SALES MANAGEMENT**

### **Start-up and Fortune 500 Companies**

Results driven professional with a solid, verifiable career track for successfully propelling industry leaders through start-up ventures and high-growth cycles. Known for delivering record breaking revenue and profit gains within highly competitive regional markets. Exceptional communicator with strong negotiation, problem resolution, and client needs assessment attitude. Equally effective at identifying opportunities, developing focus and providing tactical business solutions.

## **SUMMARY OF STRENGTHS AND SKILLS**

|                             |                              |                         |                       |
|-----------------------------|------------------------------|-------------------------|-----------------------|
| People Development          | P & L/ Financial Reporting   | Client/Vendor Relations | Sales & Marketing     |
| Business Development        | Policy/Procedure Formulation | Team & Leadership       | Contract Negotiations |
| Public Relations & Speaking | Government Contracts         | Channel Management      |                       |

## **Brief Carrier Summary**

- **Professional Experience** – Worked in field of sales and Marketing for more than 18 years, successfully gained carrier growth with organization like: Tata Info media, Tata Teleservices Ltd, Aditya Birla Idea Cellular Limited & INTRA Industries Pvt Ltd. I have gained immense knowledge and experience in Business development, Product development, Channel development, and Enterprise sales, Digital marketing, Team Management and various other soft skills.
- **Unskilled Experience** : – SAP Sales & Distribution Module , Digital Marketing

## **Carrier Overview:**

- **Tata Info media Ltd Dec- 2000 – Oct 2004: Sales Executive / Sr. Sales Executive (2004)**
- **Tata Teleservices Ltd: Oct 2004 – Jan 2014: Sr. Sales Executive / Asst Manager (2006) / Manager (2008)/ Sr Manager (2014).**

- **Idea Cellular Ltd : Feb 2014 - April 2018: Sr. Manager / Asst General Manager (2018)**
- **JIT.TECH/ OnPoint Services: May 2018- March 2021: Managing Partner (2021).**
- **INTRA INDUSTRIES PVT LTD: April 2021 till Date : General Manager Sales & Marketing**

### **PROFESSIONAL HISTORY**

**General Manager**

**April 2021 till Date**

**Operations & Sales**

**INTRA INDUSTRIES PVT LTD**

**LED Business (Govt / Non- Govt / Export)**

- Interacting with Govt officials for approvals & tenders for Indian Railways & Rail coach manufacturers.
- Identify new areas of commercial growth for the existing products and make recommendations for future product development
- Work closely with our network of distributors to maintain sales targets in their geographies and ensure closure of sales opportunities
- Competencies in change management.
- Develop and coach team members into effective business leaders
- Work closely with the product and technical teams (field and in-house) to address customer inquiries and product evaluations
- Devise solutions set across teams (primarily Supply Chain, Warehousing, Finance and Marketing Communications) for effective customer service.
- Analyze the key metrics surrounding progression of sales opportunities and be prepared to make recommendations to optimize the sales cycle and product positioning.
- Set up the company's overall strategy and take the full responsibility for P&L and business performance
- Fluent English and ambitious
- Work closely with offline and direct marketing teams to ensure integration of digital marketing strategy and tactics with other marketing efforts
- Responsible for management of our digital media planning and buying roadmap, including the launch of our robust attribution modeling infrastructure
- Work closely with partners and senior managers to help develop and execute pursuit plans for significant strategic targets.
- Responsible for overall operations of the plant from Purchase, Production, Development, Finance, P& L of the plant, Sales revenue.

**Asst General Manager / Sr Manager :**

**Feb 2014 to April 2018**

**Circle Lead for Outbound Sales & Distribution Business**

**IDEA Cellular Limited, Mumbai.**

- Leading Channel Business for Mumbai Circle for large Outbound Business for Postpaid Acquisitions.
- Managing and Controlling Large setup and monitoring the Quality of Leads and Sales through these Call Centers.
- Achieved Excellence Award for the highest number of Acquisition through this Vertical.

- Supervision of day-to-day operations of all My Ideas, Direct Sales Partners & Mega Sales Partners, directly and through Territory Manager.
- Ensuring that operations are organized professionally and harmoniously that result in achieving revenue and related target and ARPU
- Take inputs from Marketing team for Trade Promotion, Engagement & Marketing activities which includes rewards & recognition programs, loyalty programs, in/out shop promotions calendar,
- Engaging the customer through client engagement programs and being a consultant to them – creating an exciting environment to maximize every customer visit  
Conduct Business reviews to monitor the performance against sales plans and targets for the Sales and Distribution operations organization managing the Direct Sales partners and Mega Sales channels and provide clear objectives, daily tasks, targets and functional responsibilities to Territory Managers.
- New initiative to increase wireless business. Cross sell and up sell in existing customer base • Driving business development programs for wireless offerings, Driving regional BD team to achieve the targets for wireless products
- Accountable for revenue generation as per AOP, Responsible for REC Net Adds, Gross Adds, Revenue for integrated business of GSM Products.
- Ensuring achievement of budgeted sales, sales forecasting/implementation; market feedback on scheme performance and sales promotion.
- **Major Initiatives;** successfully increased the MNP Contribution from 30% to 60 % through various initiatives at My Ideas & DSA, Rejuvenating the My Idea Store Productivity.

**JIT.TECH & OnPoint Services**  
**Corporate Sales & B2C Head**  
**Digital Marketing & Corporate Hygiene**

**April 2018 to March 2021**

- Focus on new business development and generate enquiries from targeted segments.
- Develop new sales opportunities and optimize existing customer accounts to increase product market share and for new product introduction.
- Report and resolve customer claims regarding products and services by utilizing complaint handling system and processes as defined by the division.
- Sales MIS management and reporting and Engage in preparation of business plans, forecasts, presentations & reports.
- Heading Sales & Marketing (Digital Marketing) & Pest Management through B2B & B2C Sales.
- Designing Sales and Marketing Strategies for the organization within the budget provided and ensuring ROI for the organization.
- Responsible for Digital Marketing contracts and retention of clients.
- Designing marketing strategies for both digital marketing and pest management in terms of B2C and B2B markets.
- Responsible for Company revenue, Profit & Loss for the organization.
- Responsible for recruitment, training & increasing the productivity of the manpower through various sources.

- Heading Digital Marketing for the company generating revenue through this medium.
- Successfully closed Digital contracts for brands like Kidzee centers, EuroKids centers, Monginies, Real Estate companies, Payswiff Card Reader.
- Successfully closed Corporate Hygiene products contracts for companies like Nexa , Manas Resorts , Absolute Barbeque , Monginies, Premium residential like Boston , Concord Proxima , Regency Classic, Tech Mahindra etc.
- Responsible for overall Sales, Marketing, revenue generation & Profit & Loss for the company.
- Generating leads for both business through various marketing activities & brand promotions on Digital media, Print media, and radio advertisements.

**Sr. Manager Tata Teleservices (M) Ltd**

**Oct 2012 to Jan 2014**

**Zonal Sales Manager Tata Teleservices Ltd**

**April 2008 to Oct 2011**

- Accountable for revenue generation as per AOP, Responsible for REC Net Adds, Gross Adds, Revenue for integrated business of GSM, CDMA and Data.
- Growth in wireless data products across region through SME Account Management & Channel Management.
- Devising and driving programs for gaining market share via new customer acquisitions through channels for wireless business
- Quality of funnel and growth. • IOCR / COCP contribution as per ABP
- Track record of working effectively across organizational boundaries and with large matrixes teams
- Vendor Management and Reviews, Contract Negotiations, Account Management, Client Partner, Program Management, Cost Optimization, Product Development, Vendor Management/Relationship, Change Management.
- Coaching and guiding the customer facing engines through trainings and customer visits , Work with service marketing for U&R activities , Responsible for channel enablement through constant engagement, training programs and sales support for wireless business.
- New initiative to increase wireless business. Cross sell and up sell in existing customer base • Driving business development programs for wireless offerings, Driving regional BD team to achieve the targets for wireless products
- Identifying the areas and priorities on the basis of potential and cash maximum opportunities for HNI business development in short interval.  
Currently leading a team of 5 Area Sales Manager.
- Acquisitions of high ARPU Subscribers for HNI Business Development along with leading, monitoring, motivating and directing the team for business acquisition & revenue generation.
- Setting up of KRA's for Distributors/Channel Partners/ DSA and DSTs.  
Imparting training to the Field Force.
- Designing and reviewing monthly/quarterly business plans and coordinating with teams to achieve it.
- Ensuring achievement of budgeted sales, sales forecasting/implementation; market feedback on scheme performance and sales promotion.
- Responsible for achieving gross CDMA/ GSM sales and revenue targets.

- **Major Initiatives;** Rejuvenating the entire sales department, consistently achieved AoP targets for gross sales and revenues, achieved revenue and DEL budget for the region, successfully increased wallet share per account and streamlined Churn Management enhancing zero usage with focus on TSP lines & amp reactivation.

|   |  |
|---|--|
| Asst. Manager<br>Sr. Executive<br>Post Paid Business,<br>Tata Teleservices (M) Ltd. | April 2006-March 2008<br>October 2004-March 2006 |
|---|--|

- Was entrusted with the task of building the entire businesses from scratch in highly competitive markets with an eye on the bottom-line.
- Responsible for Sales through SME, covering Retail and Corporate Sales for Post Paid products.
- Leading and developing a team of 20 FOS'.
- Responsible for Manpower Tracking, Recruitment and Training including Imparting Regular Product Training and Sales Training.
- Track Sales on a daily basis and supervise sales activities.
- Developed Corporate Account Like (I.B.M, VSNL, Tata Motor Finance etc) for IOIP Orders.
- Conducting Sales & Service Camps in Corporate and SMEs.
- **Major Initiatives;** Successfully drove the Project of Road Warrior (Data Connectivity through wireless solution) for Power Charges Services & Indosolutions Pvt Ltd. provided data connectivity to almost 300 retailers in Pune for Power Charge. Provided data Connectivity to almost all the Octroi Post in Pune through wireless services.

|   |                             |
|---|-----------------------------|
| Sr. Sales Executive<br><br>Bright Sparks, Tata Info Media Ltd | December 2000- October 2004 |
|---|-----------------------------|

- Was assigned the task of developing the entire Retail Network from scratch for Bright Sparks' Children Books.
- Leading and Managing the team of Distributors and Retailers in Central and Western Maharashtra.
- Was responsible for Business Development through Sales Promotion
- Being a Self Starter could successfully cope with Multitasking on several occasions.
- Successfully built up all Maharashtra sales & distribution set up for Bright sparks marketing & operations from scratch
- Responsible for billing, cash management and customer retention

- **Major initiatives;** was commended for administering and tracking Stocks containing 150 items and for successfully delivering promotional items through 500 retailers. Developed major clients like Crossword and Westside for Bright Sparks. Recognized as a catalyst for making Bright Sparks as one of the most successful Brands in the Country.

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### **PROFESSIONAL DEVELOPMENT**

M.B.A., (Finance) from **IME Shejwalkars Management Institute**, 2001

**M.Com** from **Pune University**, 2003

**B.Com** from **Pune University**, 1999

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### **AWARDS & RECOGNITION**

Commended for successfully carrying out Road Warrior Projects for Data Services across Pune at all Octroi posts.

Was instrumental in successfully acquiring approximately 300 Data Cards towards IBM (IOIP) Connections.

Successfully distributed nearly 95 thousand nos for Bright Sparks across Maharashtra in a time span of 45 Days

Awarded as the Top Sales Performer of the Year 2007-2008 for Post Paid Business in Tata Teleservices (M) Ltd.

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### **PERSONAL VITAE**

Marital Status : Married

Language's known : English, Hindi, and Marathi & Gujarati.

Hobbies & interest : Traveling, Listening Music & Sports.

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Public