



Sr. Mgr.

Business Development

Vijendra Gahlot
Sr. Regional Manager (S&M)

91 - 9873719524
vicky7295@gmail.com
Greater Noida, Delhi NCR

Area of work **Education, Consumer Durable, Social Sector**

About Me:

Marketing and Business Development leader with 24+ years of experience across Education, Consumer Durables and Social Sector, supporting major brands and academic institutions in expanding their reach and revenue. I focus on designing and executing impactful BTL campaigns, brand activations and national marketing strategies, leading teams that build awareness, generate quality leads and consistently deliver measurable business growth

At LG Electronics, I led dealer campaigns and product launches across India, significantly boosting distributor sales and strengthening channel performance. In the education space, at ICFAI University and Development Alternatives, I spearheaded business development initiatives, built strategic partnerships (including with organizations like Microsoft and ISRO), and managed large-scale distance learning and NGO projects that expanded reach and enrollment by over 35%.

I work effectively with agencies and cross-functional teams, blending creative ideas with solid strategy—and digital tools—to win in competitive markets and deliver sustainable results. I'm eager to bring this experience to a forward-thinking company valuing smart strategy, strong marketing, and real growth. Let's discuss how I can contribute to your success.

Key Skills:

- **Strategic Thinking & Business Acumen:** Ability to align marketing initiatives with broader business goals, drive ROI and sustainable growth.
- **Digital Marketing & AI Tools:** Proficiency in digital channels, AI-driven SEO, marketing automation platforms (Hub Spot, Salesforce), and data storytelling.
- **Data Analytics & Decision-Making:** Turning complex data into actionable insights that improve campaign performance and business outcomes.
- **Sales and Lead Generation:** Understanding of sales processes and lead qualification to nurture business opportunities.
- **Brand Activation & BTL Promotions:** Expertise in experiential marketing, event management, and dealer/distributor engagement.
- **Team Leadership & Collaboration:** Leading big team (100+), working with agencies, and cross-functional collaboration to execute integrated campaigns.
- **Customer-Centric Mindset & Empathy:** Crafting messages and strategies that resonate with target audiences and improve customer engagement.

Experience:

Infinity Education Services
Strategic Partner

since May 2019

As an independent strategic partner & digital marketing lead, I collaborated with educational institutions to build alliances and drive targeted campaigns for brand growth.

- Established strategic corporate alliances with universities and colleges.
- Led digital & traditional marketing efforts for Infinity Education Services, managing teams and agency collaborations.
- Directed online and offline campaigns to enhance brand visibility and generate quality leads.
- Oversaw content strategy, SEO, and paid media with a focus on performance optimization.
- Leveraged analytics to improve campaign outcomes and social engagement within the education sector.

Sr. Regional Manager (Marketing & Business Development)

ICFAI University is a pioneering professional educational institution with a network of 11 universities and 9 business schools (IBS), delivering high-quality management and degree programs. It boasts extensive Pan-India reach through its robust distance learning platform, aimed at reconnecting and empowering drop-out students to continue their education and advance their careers.

- Led comprehensive marketing efforts balancing traditional and digital strategies to drive admissions growth across multiple regions.
- Supervised digital media campaigns and social media promotions through agency partnerships, resulting in measurable lead generation and increased enrollment.
- Developed and managed corporate tie-ups that motivated employees of partner organizations to pursue management master's degree programs.
- Directed a large team of over 120 marketing and sales personnel, fostering collaboration and performance to achieve business development targets.
- Executed impactful exhibitions, brand activation events, and store branding initiatives to enhance university visibility and engagement
- Consistently achieved double-digit percentage increases in admissions and sales through strategic planning and effective team supervision.
- Integrated offline and online marketing initiatives to create a seamless sales and promotional process aligned with business objectives.

Development Alternatives**July 2005- Oct 2012**

General Manager – Sales & Operation

Development Alternatives Group is the pioneer **sustainable development enterprise**, established in 1983 as an international research, development, and consultancy organization

- Led sales and marketing efforts driving business growth and expansion of job-oriented IT training franchise centers across north India.
- Managed cross-functional teams to achieve revenue targets, streamline franchise onboarding, and optimize go-to-market strategies.
- Built and nurtured strategic partnerships with industry leaders like Microsoft, ISRO, and Philips to support innovative projects and extend market reach.
- Developed strong alliances with external stakeholders to enhance brand reputation and operational excellence.
- Directed the organization's mission to create social impact by empowering rural youth through job-oriented skill development for sustainable livelihoods.

LG Electronics**June 1997- May 2005**

Sr. Executive – BTL Marketing (S & M)

A well-established and renowned consumer durables conglomerate with a current turnover of ₹24,630 crore (₹246 billion), recognized as one of the leading consumer durable brands in India. The company holds the highest market share in India's consumer electronics and home appliances sectors.

- Developed and executed BTL marketing strategies to strengthen brand positioning across India.
- Led the development and deployment of innovative showroom displays, dealer support programs, and mobile display vans in collaboration with leading marketing agencies.
- Organized high-impact exhibitions and dealer-focused events, driving increased engagement and market visibility.
- Managed agency collaborations for designing, printing, and production of brand collateral and branding materials, ensuring creative excellence and consistent messaging at the all-India level.
- Drove dealer engagement and brand growth through market-specific, innovative promotional campaigns across India.

Early Career highlights

National Panasonic

Jan 1996 – May 1997

- Drove distributor sales growth through effective in-market promotional campaigns.
- Supported distributor network with customized marketing initiatives to improve product visibility and customer engagement.

Proprietorship

Jan 1993 – Nov 1995

Established and operated a proprietorship agency, driving successful sales promotions and marketing campaigns for consumer durables, and cultivating key industry partnerships

Videocon Ltd.

Mar 1992 – Dec 1992

- Executed targeted marketing promotions to boost distributor sales and enhance brand presence.
- Collaborated with sales teams to develop channel strategies and local marketing activations

<u>Education</u>	<u>Professional Trainings</u>
IIT Delhi Professional Certification in Marketing Management	• 8 Days training on “ Advance outdoor Marketing ” – South Korea
Delhi University Bachelor Degree in Arts from - Delhi University	• Facilitation of Group Dialogue and decision making process in “ Moderation Skills ” – 5 Days
Schooling CBSC Board - Delhi	• “ Leadership Development ” –3 Days

Extensive exposure through placements in India’s major hubs

Delhi NCR - Mumbai - Bangalore - Kerala - North Karnataka

International tours - strengthening adaptability and global outlook

South Korea Thailand Sri Lanka Dubai