



MBA (Marketing & IT) from IIMM Pune with expertise in Sales & Marketing and Information Technology, MDCA from NIIT
 Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through

Strategic Planning

Sales & Marketing

Key Account Management

1H/804 Army Welfare Housing Organization, Gurjinder Vihar, Sector CHI-1, Greater Noida(UP) – 201310
 Tel: +91 9811555271 E-mail: vsidds@gmail.com

PROFILE SNAPSHOT

A seasoned professional with consistent success of over 20 years in achieving sustained revenue and profitability growth in dynamic & changing markets.

Have a balance approach & the necessary breadth of experience with the gravitas and maturity to dove-tail into and unknown environment with ease.

Successfully managed P&L responsibility for 10 years and cultivated excellent relationships with new prospects & existing customers.

An astute Leader with expertise to motivate personnel towards achieving organizational objectives by adhering to statutory regulations & compliances by way of complying with industry best practices.

Collaborated with sales, marketing and other key stakeholders to understand customer insights and executed customer centric market/sell plans and programs, which increased the sales and margin growth by 60%.

An effective leader with excellent communication, negotiation and relationship building skills.

KEY SKILLS

P&L Management



Revenue & EBITDA Growth



Key Account Management



Business Strategy & Execution



New Business Development



Strategic Alliances & Partnerships



Profit Centre Operations



Sales & Marketing



Team Building & Leadership



PROFESSIONAL EXPERIENCE

EZMOVE (Orane Labs Pvt Ltd), New Delhi as Sep'18 – Aug'20
Vice President – Business Development & Operations (+) EZ2MOVE

- ❖ Part of the senior executive team reporting directly to COO/Director. Key decision maker on strategic growth initiatives, acquisitions, product direction & customer offerings. Leveraged extensive knowledge of marketing, business intelligence to direct the seamless execution to business-critical initiatives with time-sensitive deadlines.
- ❖ Full P&L and operational responsibility, heading top-line and bottom-line revenues for the organization.
- ❖ Implemented organization realignment and actions to improve contract retention metric resulting in 100% of contract renewals in first year of program.
- ❖ Lead digital projects / social media campaigns from initiation to completion which were heavily focused on lead generation & customer retention by way of building strategies, content & display marketing, and improving local visibility of the organization.
- ❖ Overall management of digital vendors on board & created and executed strategies for all digital marketing channels; which included email marketing, landing pages, SEO/SEM, paid search, banner placement, mobile optimization and social components in consultation with internal departments like product, sales, technology etc.
- ❖ Standardized compensation and performance measurement practices and quota metrics improving transparency and effectiveness of the organization.
- ❖ Create collateral, materials & content, in collaboration with marketing team to support business development objectives.
- ❖ Spearheaded research & development of CRM, overall responsibility of complete audit of website (SEO, SMO & ORM) alongwith technical team, and automated transaction processing solutions.

- ❖ Establish strategic relationships & partnerships and maintain SLA's with channel partners focusing on improvement of service levels.
- ❖ Aid compliance team with inputs on operational changes and improvements.

Key Clients

- Corporate: ABB, Suzlon, Orient, ONGC, Dr Reddy, Tata Power, Indiamart
- Government: NDC, CME, AFMC

**VANSH DECOR, Delhi NCR as
Proprietor**

Jan'09 – Jul'18

- ❖ Delivered multiple scale projects across various domains & sectors with quality within defined costs & timelines PAN India.
- ❖ Right from conceptualization - proposals, price negotiations & finalization of contracts, procurement of cost-effective materials to in time delivery of projects.
- ❖ Set up processes on PO issuance, vendors/suppliers payments, monitor timely delivery & quality control.
- ❖ Ensured efficient projects (15% cost reduction) through lean management, strategic resource planning & best procurement practices.
- ❖ Manage activities related to procurement, purchase, planning & budgeting of material requirement, inventory control, warehousing, quality compliances & cost-effective logistics.

Key Clients

- **Residential:** Furnished Apartments in residential societies of Eldeco, Jaypee, ATS, DLF
 - **Commercial:** SIS, MAHLE, AXIS BANK, CLE, PAN OASIS
- Received repeat orders from Multiple locations of SIS Group: Gurgaon, Jaipur, Chandigarh, Nagpur, Hyderabad.***

**GREATOUTING, (Avenir Hospitality Services Pvt Ltd), New Delhi as
Manager – Corporate Sales**

Aug'05 – Jan'09

- ❖ Managed complete scale of Business Development, Sales, Marketing, Customer Servicing & Event Management from conceptualization to closure.
- ❖ Planning & execution of logistics & operations for meetings, conferences, road & trade shows, events.
- ❖ Attained 75% increase YOY of Annual sales. Tripled net worth of the company within 2 years.
- ❖ Acquisition of new sponsors & business partnerships.
- ❖ Review market analysis and study customer needs & pricing schedule along with competitor mapping.
- ❖ Develop & oversee content & marketing campaigns of company's website, <http://greatouting.com>
- ❖ Devise & implement online rate card, optimize inventory for revenue maximization.
- ❖ Accounts receivables for timely payment of credit terms with zero bad debts.

Key Clients

- Accenture, Microsoft, ABN Amro, Airtel, PWC, Deloitte, HCL
- Had regular engagements with ABN Amro & Airtel.***

**AMERICA ONLINE, INC., Bangalore as
Coach (Team Leader)**

Mar'04 – Jul'04

- ❖ Lead, coach & monitor a team of 15 Customer care consultants.
- ❖ Develop customer focused workforce for effective delivery of services.
- ❖ Ensure strict compliance to "Member Connect Process".
- ❖ Enhance productivity by ensuring compliance to schedule adherence.
- ❖ Profitably grow member base satisfaction by continuously improving call quality & reducing credits.

**ANCHEMCO LTD., (Anand Group), Western Region as
Area Sales Manager**

May'01 – Mar'04

- ❖ Sales and marketing of Coolant, STP & Armor All.
- ❖ Generate new OEM customers & RFQ's.
- ❖ Achieve sales targets & new business development.
- ❖ Market research & promotional activities for innovative selling strategies & generating a higher brand recall.

- ❖ Execute purchase orders with plant, follow-up with dealers/ distributors for timely delivery, negotiate prices, execute material planning & control processes.
- ❖ Drive growth in untapped markets, analyze competitor's product, pricing & marketing strategies, provide training to sales team/dealers and/or distributors/channel partners.
 - ***Joined as ASM for Indore. After 6 months given responsibility to handle entire MP market. Subsequently after 8 months, given additional responsibility of handling Gujarat market.***
 - ***For the last 2 years, was handling entire Western Region comprising of MP, Gujarat, Mumbai, Maharashtra with additional responsibility of handling the biggest Key Account (M/s Creative International) contributing approx. 18% of Annual turnover PAN India.***

THE TAJ MAHAL HOTEL, New Delhi
F&B Services

Nov'95 – Aug'99

- ❖ Deliver superior banquet services with key focus on customer care.
- ❖ Relationship management with key corporate clients for procuring business.
- ❖ Aided management in preparation of forecast, budgeting & cost control.
- ❖ Played an active role in participation and providing inputs to F&B Manager towards marketing activities.
- ❖ Organizing promotional activities/events & implementing various schemes.

EDUCATION

| Degree/Diploma | Specialization | Institute | Year |
|--------------------|----------------------|---|------|
| MBA | IT & Marketing | Indian Institute of Modern Management, Pune | 2001 |
| Masters | Computer Application | NIIT, Pune | 2001 |
| Bachelors | Tourism Studies | IGNOU, Delhi | 1999 |
| Diploma | Sales & Marketing | NIS, Delhi | 1998 |
| High School | Science | The Army Public School, Delhi | 1995 |

PERSONAL SNIPPETS

Date of Birth: Dec 29, 1977

Marital Status: Married