

## SUSHANT SINHA

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*Assignments in Business Development, Sales & Marketing, Team Management with a high growth oriented organization.*

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### Professional Synopsis

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An astute and dedicated professional with over 6.5 years+ of overall experience in the areas of Profit Centre operations, Business Development, Sales & Marketing, and Team Management. Presently associated with **ABN AMRO Bank as Head – Banc assurance (Pune & ROM) based at Pune**. A proactive planner with expertise in strategic planning, market plan execution, account management, competitor/market analysis, brand management and targeted marketing. A strategic planner with proficiency in marketing, organizing promotional events, conducting market research, accelerating growth and achieving business targets. An Out-of-the-Box Thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enhance profitability. Exceptional communication and presentation skills with demonstrated abilities in training, team building and driving managers, frontliners and executives.

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### Professional Forte

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**Profit Centre Operations;** - Steering profit centre operations for assigned territory for accomplishment of top-line growth & bottom-line profitability. Establishing corporate goals, short term and long term budgets and developing business plans for enhancing revenues and controlling expenses. Implementing effective strategies for increasing width and depth of distribution.

**Business Development;** - Exploring potential business avenues & managing marketing and sales operations for achieving increased business growth & initiating market development efforts. Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies. Identifying new untapped markets for launching products, developing excellent relationships with key existing accounts and generating business from them.

**Sales and Marketing;** - Managing sales & marketing operations; implementing promotional and advertising activities as a part of brand building and new product launch. Developing marketing and sales promotion strategies to build consumer preference and drive volumes and ensuring maximum brand visibility to capture optimum market shares.

**People Development;** - Recruiting, training & monitoring the performance of team members, to ensure efficiency in sales and meeting of targets. Pre set goals within time, quality & cost parameters. Leading and motivating team members ensuring their career development and positive contribution to the company.

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### Career Highlights

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Since July '08                      **ABN AMRO Bank as Head – Bancassurance (Pune & ROM) based at Pune**

#### Notable Distinctions;

- ❖ Part of the product team, associated with the branch's assigned for revenue delivery for Insurance piece.
- ❖ Successfully manage the PFC for Insurance for Pune & rest of Maharashtra.
- ❖ Generated approximately 1.1 cr+ premium collected Insurance business for the Territory assigned per month.
- ❖ Turn around of almost 100% achieved within the first month of taking charge.
- ❖ Customer complaints during the period was handled within a TAT of 4 working days and resolved.
- ❖ Played a key role in the Branch's revenue delivery.
- ❖ Owner of the Insurance business for all the 4 designated branches under myself.

**July '07 to June '08 ABN AMRO Bank as Head – Retail Sales & Wealth (Personal Banking) based at Pune**

Notable Distinctions:

- ❖ Successfully manage a team of 8 RM's.
- ❖ Ensures month on month Team Performance through employee motivation, constant team building exercises, imparting Training, Joint Field work, etc.
- ❖ Generated approximately 85 lacs Insurance Business & 7 cr equity business from the team in 2008 till date.
- ❖ Also Generated approximately USD 20000 revenue month on month by virtue of offshore deals in 2008 till date.
- ❖ Only segment in the bank in Pune which is on 124% of the Performance contract till date in 2008.
- ❖ Associated with Training & Development of All associated Wealth RM's on the all parameters.
- ❖ Have been instrumental & closely associated in the turn-around story in the business forte' associated with.
- ❖ Effective Team Handling through structured & planned approach towards goal setting & Team bonding.

**June '05 to June '07 HDFC Bank as Manager – Acquisition & Investment Services based at Pune**

Notable Distinctions:

- ❖ Successfully recruited & trained 2 Supervisors, 24 Executives & 24 TSE's on Investment Products.
- ❖ Responsible for Acquisition & Investments for Pune region (Liabilities channel) which includes CASA, Life & Non-Life Insurance, Mutual Funds, Online trading, D-Mat and Saving & Current accounts. Honour & Maintain Bank Third Party Tie – ups for Investments (Life & Non-Life Insurance).
- ❖ Responsible for month on month new customer acquisition for the Bank through my channel and for regular & continuous business growth for the bank by targeting its internal earlier acquired customers for cross selling different products & external customers for new acquisitions.
- ❖ Also responsible for Team Building Efforts (viz. Manpower & Team management, Recruitment, Training on product, selling skills & Quality). Putting new Systems & Processes in place from time to time to keep a track on business, teams productivity & the also keep a check on the implementation of the bank & KYC norms.
- ❖ Conducted
  - Skill builder work shop to train the Team.
  - Selling skill work shop for Sales Force which includes Sales Process, Objection Handling etc.
  - Joint Field Work with the Sales Force to help them train better.
  - Weekly PRP (Performance Review & Planning) with the Team.

**June '04 to June '05 ICICI Prudential Life Insurance Co. Ltd as Unit Manager based at Pune.**

Notable Distinctions:

- ❖ Successfully achieved 135% Growth in 1 yr.
- ❖ Pivotal in recruiting & training of 30 + Advisors for the Co.
- ❖ Efficiently launched team mission in the first month of production to bust my targets by 200%
- ❖ Generated business of approximately 12-15 Lacs Insurance month on month.
- ❖ Effectively handled all the Events at the Branch level.

**Jan '02 to May '04 Videocon International Limited as Junior Manager based at Aurangabad.**

Notable Distinctions:

- ❖ **Product Head** – Small Appliances.
- ❖ **Focus Area: Goa, West Bengal, Lucknow & Ghaziabad Branches.**
- ❖ **Research in Australia.**
- ❖ Look into Collection and Sales of Home Appliances Division at All India Level.
- ❖ Pricing and Schemes for Various zones.
- ❖ Institutional Orders.
- ❖ Service Issues.
- ❖ Experience of Handling Logistics of Home Appliances Division.

Defective Stock liquidation.

- ❖ Canteen Stores Dept
- ❖ Branch Training.
- ❖ Event Management (Dealer Trips to India & International Locations)

**Nov '01 to December '01 Vintage Cards & Creations Limited as Executive – Sales based at Pune.**

Notable Distinctions:

- ❖ Market Research
- ❖ To know the acceptance of CPAA and Animal Protection associated cards.

**Jan '98 to Sept '98 The Indian Express Newspapers Ltd. as Sales Campaigner based at Pune.**

Notable Distinctions:

- ❖ To know the readership habits of the people
- ❖ Helped in increasing the sales of the newspaper.
- ❖ Suggested new ideas for the increase in sales.

## Academia

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- 2002 PGDBM From Indira School of Management Studies, Pune in First class first with Distinction.
- 2000 Bachelor in Commerce from Ness Wadia College of Commerce, Pune in First class.
- 1996 Higher Secondary Education from Kendriya Vidyalaya, Bokaro Steel City in First Class.
- 1994 Senior Secondary Education from St. Xavier's School, Bokaro Steel City in First Class.

## Achievements

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- ❖ **Best PB Retail excellence award for excellence in fastest turn around of the segment at ABN AMRO Bank.**
- ❖ **Extra miler award in two consecutive quarters for overachievement of business PFC.**
- ❖ **SALES OSCAR** for August'06, June'06 & July'05 (HDFC Bank) for being the **No. 1 SM** in Investments channel across the country.
- ❖ **No. 1 SM** in India (Won Foreign Trip contest) for Highest Value of **Non-Life Insurance Premium Collection** for the month of **April, May & June 2006.**
- ❖ **No. 1 SM** in India (Won Foreign Trip contest) for Highest Value of **Life Insurance Premium Collection** for the month of **July & August 2006.**
- ❖ **No. 1 SM** in India for Highest Value of **Mutual Fund (SIP's) value** for the month of **July 2006.**
- ❖ **Received 10 gms Gold Coin and Sodexo vouchers for Rs. 5000** for the month of July & August and another **10 gms. Gold Coin** for November from ICICI Prudential for my efforts.
- ❖ **Was the only employee out of 1200 probable staff to be delegated to do a research work on exports in Australia & Singapore for Videocon in my 2<sup>nd</sup> year of job which also involved traveling to Australia.**
- ❖ Have received appreciation from my counterparts in Australia and in India (Viz. Qantas, Goldchip Travel, Marriott group, Sydney Cricket Ground, etc.) for joint work.
- ❖ Successfully handled the Australia Trip of 600 Dealers and also Agra and Bangkok Trips of 1200 and 250 Dealers respectively.
- ❖ Successfully completed the DGS&D and Canteen Stores Department formalities for Registration of Videocon International Limited.
- ❖ Within 1 year was given additional charge of handling 3 Big branches of Videocon after looking at my performance in the Goa Market. Was also made the Head of Small Appliances sales division for All India at Videocon in the 2<sup>nd</sup> year.

Was promoted to work with the President (Mr. P N Dhoot) for 8 months (Dec 03 – June 04).

- ❖ 2<sup>nd</sup> Best Alumni Award for my performance at corporate level after my PG.
- ❖ **Best Outgoing Student Award** – Indira School of Management Studies.
- ❖ **President** – Students Council (2001 – 02) – Indira Group of Institutes.

### **Computer Literacy**

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- ❖ Proficient in MS office.
- ❖ "Basics and Logo" From Microdata Computer Systems, Calcutta, as part of School Curriculum.

### **Extra Curricular's**

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- ❖ **President** – Student's Council at Indira Group of Institutes(2001-02)
- ❖ Worked as an Active member of the magazine committee of the Institute and has been associated with the release of the first publication and thereafter its other releases (2000-02).
- ❖ **Students Coordinator** - "TAPASYA" Foundation set-up by the Institute (2000-02).
- ❖ **Hostel Captain** – Indira Group of Institutes (2000-01)
- ❖ Participated in **Verve** (24<sup>th</sup> -26<sup>th</sup> January, 99')
- ❖ Worked as an active member of the "**Placements Committee**" (2000-2002) for the Institute.
- ❖ Worked as a volunteer for **India HR meet** held at Mumbai.
- ❖ **School Captain** – St. Xavier's School, (1995-96')
- ❖ **Event Management** – School, College, Post Graduate level & at Work (Handled Australia, Bangkok & Agra Dealers Meet)

### **Personal Minutiae**

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Date of Birth : 30<sup>th</sup> June 1978.

Permanent Address : Prince – 12 Palace Orchard, Off NIBM Road, Kondhwa, Pune - 411048

### **Hobbies**

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- ❖ Making New friends and interacting with people from all walks of life.
- ❖ Exploring New Places.
- ❖ Cooking.
- ❖ Listening to Music.