

DIPTIMAN MITRA



Profit-driven Manager who excels at increasing revenue via inventive and targeted merchandising and channel development activities. Accomplished in pioneering programmes to execute sales best practices with resellers and focused on generating extraordinary outcomes in highly competitive conditions, continuously converting vision into winning strategies; targeting challenging & rewarding assignments in **Sales & Marketing, Business Development, Channel Management & Distribution, Retail Management and P&L Management**

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PROFILE SUMMARY

- ❖ **A seasoned leader with 19+ years** of practical experience in a diverse range of Business Management Applications, including Marketing Analysis, Retail Operations, Sales Operations, Training, Team Management, Institutional Client Relationships, Strategic Planning, Launches and Retention across Retail and E-commerce/ FMCG/ Automobiles sector.
- ❖ **Outgoing sales professional** with a track record of driving increased sales, improving buying experience and elevating company profile with the target market by developing profitable and productive business relationships, coordinating with decision-makers & building an extensive client base.
- ❖ **Trusted Advisor and Change Agent** who achieves market dominance by forging strategic relationships with C-Level executives focused on improving business outcomes for mutual revenue growth.
- ❖ **Demonstrated mastery in leading and consistently delivering sustained revenues & EBITDA growth** by expanding existing customer base, improving brand/product launch, & enhance department efficiency.
- ❖ **Affluent experience in tracking and analyzing the performance of advertising campaigns**, managing the marketing budget, and ensuring that all marketing material is in line with the company's brand identity.
- ❖ **Self-motivated leader** with expertise in expanding network connections, introducing products and educating clients. Persuasive in contract negotiations and diplomatic in customer communication to develop long-term, fruitful connections.
- ❖ **Results-oriented with the ability** to coordinate multiple teams at the same time, as well as the ability to successfully manage a workforce of all levels and various backgrounds, with the least team attrition over time.



CORE COMPETENCIES

Sales Operations	Business Development	Budgeting and Cost Control
Marketing Analysis	Channel Management & Distribution	Branding & Product Launch
Strategic Market Planning	Sales Force Development	Team Management



SOFT SKILLS

 Active Listener	 Innovative	 Communicator
 Thinker	 Intuitive	 Collaborator



EDUCATION

2008	PGDBM from Jaipuria Institute of Management in 2006-08 with distinction in Retail Marketing
2005	B. Com from Lucknow University in 2002-05 with an A grade



CAREER TIMELINE



WORK EXPERIENCE

Since Feb'2015: Reliance Jio Sitapur-Lucknow as Channel Sales Manager

Growth Path:

Feb'15-Jun'21: Jio Center Manager, Sitapur

Jun'21- Feb'22: Jio Center Manager (JMD), Lucknow

Since Feb'22: Channel Sales Manager (Enterprise Division-State Team)

- Established distribution promoting varied Business Solutions and pushing 5G launch base acquisition with MSME, Health, and Education Sectors within Lucknow Cluster.
- Identify high-footfall retail locations for a new project and strategies Business from Corporates, Government & retail business points.
- Responsible for building a comprehensive understanding of competition across all business parameters and gained a deep understanding of channel management / Franchisee business.
- Engaging with multiple stakeholders (internal and external) to update information periodically and responsible for the day-to-day relationship management of channel partners and liaison between the company and assigned channel partners.
- Participate in a partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.
- Cost management and growing revenue by exploring the untapped market opportunity and working towards delivering a consistent brand experience.
- Affluent experience in productive Relationship Management with significant clients to ascertain the rendering of quality service and business retention/enhancement.
- Stay up-to-date with new product launches and ensure sales team members are on board.

Highlights as Channel Sales Manager (Enterprise Division-State Team):

- Successfully launched Jio Business Solutions and acquired 355 spots in the Government Stamp and Revenue Department with ILL Solutions for a total revenue of 35 crores.
- Spearheaded 5g Launch readiness as a Part of the 5g launch Team.
- Involved with UPSRTC 1400 sites dealing with many layered solutions valued at 14.2 Cr.
- Efficiently collaborated with the ITC Programme to install JBS in all Pan Shops in UP.

Highlights as Jio Center Manager (JMD):

- Got promoted from JCM Sitapur to Jio Mart Digital.
- Piloted the Beta Launch pan in UP.
- Successfully launched Jio Mart Digital hybrid platform with 10 Cr of Revenue for the launch Month.
- Received "Quarterly award" for best Territory in North Region.
- Proficiently registered 2,124 retailers in the first month, compared to a target of 1,800.

Highlights as Jio Center Manager (Sitapur):

- As a member of the core team that introduced 4G in India; joined as the 8th player and rose to become the No. 1 Telecom in less than two years.
- Increased Sitapur's market share from 0% to 36% in less than a year.
- Piloted Jiophone, SC+, WB Retention, JCA Program
- Under my leadership:
 - Sitapur became the first region to achieve S.O.N.A. leadership in 14 months.
 - JC was the first to Finalize and open all Jio Stores in the region and the first in UP to EBITA Positive.
 - Jio Center was nominated best in the region in the Jiophone and LYF Launch Period for Continuous 2 Quarters, month after month.
- Recognized with 2 Best stores Awards and 1 Best JC Award.
- Best Jio Center in the region in Jiophone and LYF Launch Period for Continuous 2 Qtrs., month on month

Sep'09-Feb'15: MTS Mumbai, New Delhi

Growth Path:

Sep'09-Mar'12: Area Sales Manager (IT Alliances, Mumbai)

Mar'12-Feb'15: Area Sales Manager (IT Alliances Critical Market of Nehru Place in Delhi)

- Spearheading sales operations to accomplish desired plans and targeted goals through cost-savings and risk mitigation strategies.
- Adroit in conducting regular status and strategy meetings with the customers and senior management to understand their needs and link them to the organizational product/service strategies.
- Expertise in forecasting annual sales targets & driving sales initiatives to obtain business goals & managing the frontline sales team to achieve them.
- Perform research and identify new potential customers and new market opportunities and provide timely and effective solutions aligned with client needs.
- Adroit in conceptualizing and implementing sales promotional strategies such as campaigns, exhibitions, promotion & demonstration programs as a part of brand-building and market development efforts and addressing escalations & queries.

Highlights:

- Launched IT Allianz Channel and established a base from the ground up in Mumbai, which included establishing a distribution network, introducing and initiating retailers, establishing a sales team, coordinating branding, awareness, and promotional activities, and aligning the Spoke of various departments for efficient and proactive customer communication and after-sales services.

- Increased MTS's market share in data cards from 0% to 40% in less than a year and a half.
- Acquired the largest distribution channel in Delhi, increasing market share from 25% to 42%.
- Achieved 11 Monthly Champs Awards in MTS for achieving the highest gross ads in a month and 6 Quarterly Champs Awards in MTS for achieving the highest gross ads in a quarter.

Sep'08-Sep'09: Reliance Communications Ltd, Mumbai as Area Manager - Corporate Sales (Enterprise Division)

- Headed sales operations to cater to new revenue opportunities & account-specific strategies and deliver innovative and customized solutions.
- Reinvigorated dormant channel partners by sharing product knowledge and holding frequent channel partner meetings.
- Triumphed in handling the overall business operations which involves conceptualizing and implementing sound business strategies for the accomplishment of corporate sales targets.
- Proficient in administrating organizational growth by developing a business plan meeting planned goals, and coordinating with our marketing department on lead generation.
- Mentoring the sales force/ technical support teams regarding product presentation, institutional dealing and customer handling.

Highlights:

- Efficaciously strategized and won a key account of B.S.E. with sales figures of 2 Cr.
- Recognized for generating the highest revenue for 2 consecutive quarters in 2009 and handling Key Accounts.



PREVIOUS EXPERIENCE

- **EXL Services Delhi: Mar'06-Jun'06**
- **Multitech Systems Lucknow: Oct'04-Jan'06**
- **Wipro Spectra mind Delhi: Oct'03-Sep'04**



PERSONAL DETAILS

Languages Known: English, Hindi

Date of Birth: 29th Aug 1983

Address: Lucknow