



RESUME

SUDIP BANIK

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OBJECTIVE:

To become a highly skilled professional in an organization of international repute and develop an ability to adapt to today's ever changing intellectual and technology driven environment.

WORK EXPERIENCE:

- Currently with MICROMAX INFORMATICS LTD (since JULY'15) as a REGIONAL MANAGER whereby I have to look after the sales, service and operational aspects of Micromax LED division for entire North-East comprising of 7 states. Presently handling a distribution network of 14 Distributors and 10 service franchisee.
- Worked with GODREJ (APRIL'14 till JUNE'15) as a Deputy Manager (Appliance Division), the job profile related to overall business development of Upper Assam and Nagaland. Revenue generation, network expansion, credit monitoring, collection of outstanding dues towards the company, Channel support and extraction were the core component of my job responsibility. Handled a channel of 15 distributors.
- Worked with CELLULIKE INDIA LTD(MAY'12 till FEB'14) as an Area Manager, the job profile related to CHANNEL SALES N DISTRIBUTION MANAGEMENT in Guwahati and Upper Assam, appointing, training and monitoring a team of Marketing Executives and Channel Sales Managers. Product penetration schemes, channel development, ROI working and network expansion was also to be looked after along with promotional campaigns and training to team and channel.
- Worked with S TEL LTD(NOV'09 till FEB'12) as a Sr. Executive, the job profile related to CHANNEL SALES N DISTRIBUTION MANAGEMENT, training and development of front line sales force, market penetration and share, generating revenue and increasing customer and retailer sub-base. The job responsibility basically was to look after the distributor in terms of their primary, secondary and tertiary sale.
- Worked with VODAFONE ESSAR SPACETEL LTD(FEB'08 till OCT'09) as a TERRITORY MANAGER, the job profile related to CHANNEL SALES N DISTRIBUTION MANAGEMENT, training and leading a team of 20-25 people, generating revenue and increasing customer and retailer sub-base. Looking after primary, secondary and tertiary targets in terms of all the products available including Vodafone handsets.FOS retention was also a part of my KRI.

- Worked for ERICSSON (JULY'05-FEB'08) as a BSS ENGINEER, the job profile related to transmission and reception of signals and dealing with the operation and maintenance of transmitting towers. Ensuring quality of transmission, maintaining link connectivity amongst major transmitting towers. The operation and maintenance of cell sites was my core responsibility.

PROFESSIONAL QUALIFICATION:

- Pursuing Ph.D. in Management from Royal Global University, Guwahati.
- Masters of Business Administration (MBA-MM) from Darwin School of Business, Guwahati.
- Master Honors in Management and Entrepreneurship (MHME) with dual specialization in Marketing and HR from Darwin School of Business.
- Master Diploma in Entrepreneurship and Management (MDEM) from Entrepreneurship Development Institute (EDI), Gujarat.

TECHNICAL QUALIFICATION:

- B.E. (Telecommunication) from CMR Institute of Technology, Bangalore.

EDUCATIONAL QUALIFICATION:

- Higher Secondary in Science from Pandu College, Guwahati (State Board)
- Matriculation from Pragjyotish English Medium High School (State Board)

CERTIFICATION:

- Undergoing Six Sigma certification in Operations Management from IIM Raipur.

PROJECTS:

TOE CONTROLLED ROBOTIC FINGER USING MICROCONTROLLER.

The model prepared was a robotic finger whose movement was based on the particular sequence of keys whose functioning was programmed into a microcontroller chip.

ARTIFICIAL INTELLIGENCE IN TELEPHONE EXCHANGE FOR SECURITY AND MANAGEMENT

The model prepared was a security device which had different sensors such as fire sensor, intruder alarm, photo-detectors and metal detectors. The circuit connection was so devised that any unauthorized entry or the inclusion of any harmful device such as a bomb could be traced

MARKET SURVEY UNDER INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (IFAD)-A JOINT PROJECT OF CENTRAL GOVERNMENT OF INDIA AND WORLD BANK FOR ECO-TOURISM, ORGANIC PRODUCTS, HANDLOOM AND HANDICRAFT ITEMS

COMPUTER PROFICIENCY:

Languages: C, C++, VHDL, MATLAB,

Packages: MS-OFFICE.

ACHIEVEMENTS

- Attended a seminar on Corporate Governance and Companies Act, 2013 held on 27th October 2018 at Tezpur University, Assam.
- Participated in Faculty Development Programme on Contemporary Issues in Marketing Management and Business Strategy, held from 10th December to 12th December, 2018 at Royal Global University, Assam.
- Participated at International HR Conference on HR Trends 2030 held on 1st and 2nd March, 2019 at Indian Institute of Social Welfare and Business Management, Kolkata and presented a paper titled 'Organizational Silence and Socio Technical Approach - Through the lens of a Psychologically Safe Workplace'.
- Published an article in The Assam Tribune titled 'Social Media: harbinger of devilish propaganda?' dated 26th March 2019.
- Participated at Summer Marketing Conference on Smart Marketing in the Digital Age held on 26th - 28th July, 2019 at Indian Institute of Management, Indore and presented a paper titled 'AUGMENTED MARKETING AND LOCUS OF CONTROL - A study on behavioural psychology and perception'.

INTERESTS:

Reading (Habit), Listening to Music, Playing cricket, badminton, playing musical instruments like tabla and mouth organ

STRENGTHS:

Dedication and determination towards assigned task with full enthusiasm, Communication skills, Teamwork, Leadership qualities, Hard Working, Energetic, Problem Solving (analytical and logical).

PERSONAL INFORMATION:

Date of Birth: 24th of JAN, 1983.

Sex: Male

Marital Status: Married

LANGUAGES KNOWN(R/W):

English, Hindi, Bengali and Assamese.

PERMANENT ADDRESS:

PURNA BHAWAN
Beside Kailash Apartment, Hill Side Colony
Maligaon Gate No-1
P.O-Maligaon, Dist- Kamrup
Guwahati-11, Assam

All the information mentioned above are true to the best of my knowledge.

Date:

Place:

(Sudip Banik)