

CURRICULUM VITAE

Sandesh Sharma

Director – Optimizers (LitHous Services Pvt. Ltd.)

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Career Objective

To obtain a position that will allow me to utilize my Optometry & Managerial skills, experience and willingness to learn in making an organization successful and take it to the next level.

Professional qualification

- Bachelor of Optometry from **Rajasthan Vidyapeeth University, Udaipur.**
- MBA in Marketing & Brand Management from **Indian School of Business Management, Mumbai.**
- Fellowship in Optometry from **L V Prasad Eye Institute, Hyderabad.**

Work Experience: - (20+ years) in Optical dispensing and Management

Optimizers (LitHous Services Pvt. Ltd.)

Dec 08, 2021 to till date.

Duties and Responsibilities: Responsible for Retail Sales and Operations in parallel with Business Development.

As Director – Retail and Business Development

Responsible for Operations (Retail Sales) & Business Development. Managing P&L.

Benfranklin Opticians (A Unit of EyeGear Optics India Pvt. Ltd. (INDIA)

Jan 2014 to Dec 07, 2021

Duties and Responsibilities: Worked as a Regional Manager: - North & East from Jan 2014 to May 2016 and later on promoted as Asst General Manager from Jun 2016 to Jul 2021 and Promoted to General Manager from Aug 2021 to till Dec 07, 2021.

As General Manager

Responsibilities are taken as multi-dimensional largely encompass, operational and optical business generation & Supervise the overall team to achieve the requisite optical targets, ensure excellence in customer journey as a standard in maintained across the eye care hospital Optical retail network and responsible for all operational dimensions of optical processes and business. Summarize my role herein as AGM as per below: -

- Optical Business - Optical frames / lenses sale, dispensing and delivery process enhancement to customers. Responsible for P&L and End to end handling of Optical Sales in hospital units which are multi-locational, Analysing and managing Trends, Driving sales, Inventory Management & Vendor Management - Sourcing. Focus closely for current assets and manage them. Coordination in with different functions of the organization to meet the goals and objective. Visual merchandising.
- Optical Operations – Ensuring the Optical team render a consistent high-quality service to the customers. Training for team and implementation about the SOP of the organization effectively. Leading extensive training for Dispensing sales team and arrange updation of eye care hospital staff presentation about latest technology on lenses and frames. Customer issues and their resolving process and set up of easy mechanism. Adherence and maintenance of legal and statutory compliances followed by effective audit mechanisms.
- Building an efficient team - Support in recruitment of Regional Managers, Area Managers, Counter Incharges, Sales and technicians with supporting team members. Proper induction monitoring and bench management. Upgrading the technical skills of the team by various training, workshops, and presentation mode.

VisionSpring, Karnal (INDIA)
Jul 01, 2012 to Dec 17, 2014

Duties and Responsibilities: Working as a Regional Manager: - Hub & Spoke (Haryana, India)

➤ Related to Optometry

- History taking of the patient.
- Eye Testing procedures to be carried out.
- Maintaining patient's record.
- Quality check of lenses before and after fitting.
- Spectacle and contact lens dispensing
- Customer calling.
- Camp organization in different corporate.

➤ Apart from Optometry

• **CUSTOMER RELATIIONSHIP MANAGEMENT –**

- ✚ Ensuring customer satisfaction by seeking constant feedback, thereby maintaining successful relationship with the customers.

- ✚ Supervising for providing better product quality to the customers by giving technical analysis, technical feedback & performance details.
- ✚ Ensuring customer satisfaction by achieving delivery of service quality norms by interacting with clients, handling customer's requests & grievances.

- **TEAM MANAGEMENT –**

- ✚ Motivating my Store, Outreach and Spoke team for achieving pre planned business targets.
- ✚ Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- ✚ Supervising and monitoring the performance level of the service staff for ensuring superior customer service and mentoring staff members for the accomplishment of service.
- ✚ Responsible for day to day Operations like managing reports, forwarding reports to head office, discussing current work issues & devising solutions for enhanced Operations.
- ✚ Training to the new joiner technically.
- ✚ Mapping the new location for the expansion of the VisionSpring
- ✚ To deal with the management for the hospital tie ups
- ✚ Selecting the candidates for the required positions
- ✚ Setting up teams for the Outreach activity and Spoke activity

- **Extra Activities:-**

- ✚ Maintaining DSR (daily sales report regularly).
- ✚ Doing Stock take and counting of stock regularly.
- ✚ Provide compliance to auditors and answer the audit queries.
- ✚ Stock verification on daily/weekly basis.
- ✚ Communication & reporting to Head Office.
 - (A) Reporting of sales.
 - (B) Regarding Store requirement.
 - (C) Feedback on scheme.
- ✚ Overseeing maintenance, requisition & transfer of stock.

GKB Opticals Pvt. Ltd. Saket – New Delhi
Mar 2010 to June 2012

Duties and Responsibilities: Worked as Sr. Optometrist: -

➤ **Related to Optometry: -**

- History taking of the patient.
- Eye Testing procedures to be carried out.
- Maintaining patient's record.
- Quality check of lenses before and after fitting.
- Spectacle and contact lens dispensing.
- Helping the store manager to order the lenses and upgrading his knowledge regarding the lens type.
- CL Customer calling.
- Lens Ordering and order tracking.
- Camp organization in corporate.

➤ **Apart from Optometry: -**

• **CUSTOMER RELATIONSHIP MANAGEMENT –**

- ✚ Ensuring customer satisfaction by seeking constant feedback, thereby maintaining successful relationship with the customers.
- ✚ Supervising for providing better product quality to the customers by giving technical analysis, technical feedback & performance details.
- ✚ Ensuring customer satisfaction by achieving delivery of service quality norms by interacting with clients, handling customer's requests & grievances.

• **TEAM MANAGEMENT –**

- ✚ Motivating my Store team for achieving pre planned business targets.
- ✚ Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- ✚ Supervising and monitoring the performance level of the service staff for ensuring superior customer service and mentoring staff members for the accomplishment of service.
- ✚ Responsible for day to day Operations like managing reports, forwarding reports to head office, discussing current work issues & devising solutions for enhanced operations.

• **RETAIL OPERATIONS –**

- ✚ Implementing merchandising activities like showroom display, maintenance & positioning of stock arrangement in an attractive manner to create effective visual impact.
- ✚ Coordinating with various departments like Distribution Center, R&D, Logistic, Commercial & HR for smooth flow of operations; supervising regular stock takes.

• **VISUAL MERCHANDISING-**

- ✚ Specialized in display of products according to planogram.

• **Extra Activities: -**

- ✚ Maintaining DSR (daily sales report regularly).
- ✚ Doing Stock take and counting of stock regularly.
- ✚ Provide compliance to auditors and answer the audit queries.
- ✚ Stock verification on daily/weekly basis.
- ✚ Communication & reporting to Head Office.
 - (A) Reporting of sales.
 - (B) Regarding Store requirement.
 - (C) Feedback on scheme.
- ✚ Overseeing maintenance, requisition & transfer of stock.
- ✚ Train the new recruits for the stores and train them in all the aspects of retail training.
- ✚ Handling the sales, billing inventory & indenting of the product through Axapta.

TITAN EYE PLUS, Chandigarh

Oct 2008 to Feb 2010

Duties and Responsibilities: Worked as a Sr. Optometrist & Store In - Charge: -

- Eye Testing procedures to be carried out.
- Maintaining patient's record.

- All OPD procedures like Tonometry, Retinoscopy, Slit Lamp examination etc.
- Camp organizing in urban area.
- Ophthalmologist Partnership Programme
- Contact lens dispensing
- Maintaining data of the customers and called them timey for their routine eye examination
- Maintaining staff and inventory in the absence of the store manager
- Reporting to the Bangalore Head Office with the require details
- Troubleshooting solving

Focus Vision Care, New Delhi **Aug 2005 to Jul 2007**

Duties and Responsibilities: Worked as an Optometrist: -

- Dispensing
- Refraction
- Contact Lenses
- Institutional Sales
- Help in Branding the products in the store
- Troubleshooting
- Prosthetic Contact Lenses

Eyeworks, Noida **Oct 2004 to Jul 2005**

Duties and Responsibilities: Worked as an Optometrist: -

- History taking of the patient.
- Eye Testing procedures to be carried out.
- Maintaining patient's record.
- Quality check of lenses before and after fitting.
- Contact lens and spectacle dispensing.
- Customer calling.
- Merchandising

Venu Eye Institute, New Delhi **Oct 2003 to Sep 2004**

Duties and Responsibilities: Worked as an Optometrist Cum Lecturer:-

- Refraction
- Contact Lenses
- Counseling

- Posted as a lecturer in School of optometry.
- Counseling of prospective students.
- All arrangements related to the examination inside the school premises.

Training Attended: -

- 13 months Post-Graduate Clinical Fellowship in Optometry at LV Prasad Eye Institute, Hyderabad.
- 3 days Low Vision Awareness Program at LV Prasad Eye Institute, Hyderabad.
- Passed the Student Trial Examination of IACLE
- Contact Lens Education Program at Aligarh
- 6 months clinical and dispensing internship at Focus Vision Care, New Delhi
- 1 month training of dispensing at TITAN EYE PLUS, Hosur
- Confident build up training in TITAN EYE PLUS
- 1 month product, process and soft skill training in GKB Optical

Conferences/Seminars Attended/ Extra activities: -

- **Having 2nd rank in the all India entrance examination for the Fellowship at LV Prasad Eye Institute, Hyderabad.**
- Attended CME & Workshop on Contact Lenses held at Shroff's Charity Eye Hospital, New Delhi.
- Attend the various programmes organized by Essilor, Vision Rx, Transitions, Bausch & Lomb, Johnson & Johnson, Abbott Medical Optics

Projects:-

- Multiple eyewears's required in day today life.
- Rose-K Contact Lenses in K'Conus
- Project on Marketing and Brand Management

Key skills:-

- Managing team
- Purchase and Pricing of the frames, lenses
- Promotional activities
- Maintain accounts to help the accountants in their system
- Understanding the statutory requirements
- Merchandising
- Branding
- Marketing activities
- Rural primary eye care health
- Eye examination.
- Refraction with phoropter and trial frame both with 100% accuracy.
- Spectacles and contact lens dispensing.
- Quality checking of spectacles before dispensing.
- Trouble shooting during dispensing.
- Customer relationship Management
- Working on Excel Sheet and PPT.

Hobbies:-

- Reading.
- Having keen interest to know about new things and learning from others
- Travelling.
- Working good for old age people
- Helping blind students

Personal Particulars: -

1. Father's Name : Sri Rajendra Prasad Sharma
2. Date of Birth : Aug 11, 1983
3. Language Known : Hindi, English, Punjabi
4. Marital Status : Married
5. Kids : Two

I here by assure that the particulars furnished above by me are true and best to my knowledge.

Place: Karnal (Haryana)

Date: Feb 27, 2023

Sandesh Sharma