



# Suman Kumar

State Head

(+91) 8287652448

HSR Layout, Bengaluru, INDIA

sumankumar.dks@gmail.com

12 Years 0 Month of experience

## PROFILE SUMMARY

With 13+ years of experience in B2B/B2C, MSME, SAAS and enterprise sales across e-commerce, edtech, and automotive sectors, I specialize in SaaS sales (6+ years) with Classplus and IndiaMART. Currently, as GM at Cars24, I manage the used car business P&L for Bihar & Jharkhand and inside sales for South India, leading a 100+ member team and overseeing an MRR of INR 30 Crores. Recognized as a 'Top Strategy Voice' on LinkedIn, my expertise includes P&L management, sales strategy, pipeline management, and team leadership.

## WORK EXPERIENCE

### State Head

Cars24

09-2022 - Present

- Led Cars24's P&L for Bihar & Jharkhand, overseeing multiple retail centers and achieving a 15% sales upsurge through strategic enhancement of footfall, conversion rates, and inside sales in the South region.
- Drove B2B/B2C sales and streamlined retail operations, resulting in a commendable 15% regional growth while conducting home inspections for operational excellence.
- Managed and cultivated a 70+ member sales, retail, and operations team, elevating overall efficiency by 20% through optimization and skill development initiatives.
- Directed senior leadership teams, surpassing AOP targets by a substantial 25% and ensuring successful city-wise target achievements by ZSMs for sustained business growth.
- Implemented Regional Trainers to empower the sales team, bridging skill gaps, and retraining underperforming employees, thereby strengthening team capabilities.

## KEY SKILLS

Sales Leadership

Pre Owned Car

SaaS Sales

Inspection Management

Team Leadership

Pipeline Management

Automobile Sales

Channel Sales Strategies

Revenue Management

B2B / B2C

Revenue Generation

Retail Store Operations

Enterprise Sales

Problem Solving

Msme Finance

Software Solution Sales

Mass Hiring

Leadership Development

Training Management

Review Process

Gtm Strategy

Strategic Thinking

Analytical Skills

Communication Skills

Profit Loss Analysis

B2B Business Development

Retail Sales

Regional Management

Zonal Sales

State Sales

Growth Strategy

Business Growth

## CERTIFICATION

- Monitored daily, weekly, and monthly sales input metrics and output performance across field and inside sales teams for effective performance management.
- Demonstrated exceptional performance, earning three promotions in two years, culminating in the role of General Manager with multi-state oversight, showcasing a remarkable career progression and adaptability to diverse roles.

### Zonal Sales Head

Classplus

09-2021 - 08-2022

- Orchestrated sales and business growth, empowered educators, and led sales and marketing initiatives for SAAS products (Mobile Application) across Bihar, Jharkhand, West Bengal, Madhya Pradesh, and Chhattisgarh. - Managed a team of 70+ employees across the mentioned locations. - Achieved a remarkable 30% increase in Saas Applications sales within the first year of management.

### Zonal Manager

Cars24

03-2021 - 09-2021







- Managed retail business operations for Cars24 in Bihar & Jharkhand, overseeing a substantial portfolio of 25 crore and consistently achieving a 20% monthly profit. - Directed a team of over 70 individuals across 11 centers, specializing in car procurement, sales, and inspections, ensuring seamless operations and driving business growth. - Supervised 11 centers for footfall, procurement, and supply management, achieving a consistent increase in customer footfall and efficient car procurement processes.

### Cluster Manager - Inside Sales

Power2sme

07-2018 - 03-2021

- Orchestrated polymer and metal sales operations in West and South India as part of the Business Operations Director role. ons across Maharashtra, Gujarat, Rajasthan & Hyderabad with a 50-member team. Formed strategic alliances with NBFCs, boosting

-  Top Strategy Voice, nominated by LinkedIn
-  Project Management & Assessment by Learntube.Ai
-  Leadership "Leading and Motivating People with Different Personalities" by (PMI)®
-  Generative AI for Business Leaders by National Association of State Boards of Accountancy
-  Strategic Thinking for Leaders by Daniel Shapero (COO LinkedIn)
-  Executive Certificate Program in Advanced Leadership and Change Management By IIM Visakhapatnam (Pursuing)

### LANGUAGES

English

Hindi

Bengali

### ★ REWARDS & RECOGNITIONS

Cars24

1. Ownership Award (Apr 2023) – Recognized by CEO & HR Head for outstanding performance at EBR.
2. Highest Annual Appraisal Rating (FY 2023 & 2024) – Consistently rated 'Always Exceeds Expectations.'
3. Best Manager Award (Sep 2021) – Achieved highest-ever car procurement in Bihar & Jharkhand.
4. Fast-track Promotions – Retail Head (2022) → AGM (2023) → GM (2024).

Classplus

5. Most Efficient Zonal Head Award (2021)– Led the highest per-person productivity team.
6. Pan India No. 1 Team (2022) – Built & managed the top-performing team nationwide.

IndiaMART

7. Best Manager - PAN India (Apr 2017) –

affordability by 20% for raw material procurement. Enabled MSME certification & start-up recognition, driving a 30% increase in business opportunities.

### Branch Manager- Sales

IndiaMART InterMESH Ltd

04-2015 - 06-2018

Growth Path/Deputation: Apr 15-Aug 2017 as Manager- Sales Sep 17-Jun 2018 as Branch Manager- Sales Key Result Areas: -Supervised a team of 25 Sales Managers responsible for a turnover of INR 25 Crores monthly. through 60 MSME and 30 Emerging Business Opportunities (EBOs) -Successfully set up the infrastructure of highest sales in (East/ South /West Delhi ) on a sound footing -Maintained 100% target achievement with 30% growth in 2018 (IM - MDC product) as compared to 2017 , overall organization growth in the same period was 10%

### Sales Team Leader

Just Dial Ltd.

10-2013 - 03-2015

Started as Just Dial Ambassador (BDE) & later supervised a team of 8 Sales People responsible for a turnover of INR 2 Crores. Responsible to make a field cold call, visits, presentations about JD subscription & convert team into business. - Bagged an Award of Best Team Lead

## EDUCATION

**MBA/PGDM - Marketing**

**2014**

G.L. Bajaj Institute of Management and Research, Greater Noida

Grade - 69%

**Diploma**

**2026**

Indian Institute of Management (IIM),  
Visakhapatnam

Ranked #1 in productivity.

8. A+ Rating (2017) & A Rating (2016-17) –

Consistently exceeded expectations.

9. Hall of Fame Awards (2015-2017) –

Recognized among Top 10 Managers.

10. Fast-track Promotion (2017) – Manager →  
Branch Manager.

Justdial

11. Best Team Leader Award (Nov 2014) –

Recognized by National Sales Head.

12. Award of Excellence – Best Team Leader  
recognition.

## SOCIAL LINKS

<https://www.linkedin.com/in/suman-kumar-singh/>