



# Pankaj Vyas

Experienced Sales Growth, Business Development & Marketing Professional



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Home Town -Bhopal India



## CAREER GOAL

Intend to build a career with leading corporate of Professional environment with committed and dedicated people, which will help me explore myself fully and utilize my skills for and realize my potential. Willing to work in as a key player in challenging & creative environment.



## EDUCATION

**Pursuing Ph.D. (Management)**

**Master of Business Administration**

**(Marketing)**

**Master of Computer Application**

**(RDBMS, Artificial Intelligence)**

**Master of Science**

**(Information Technology)**

Post Graduate Diploma in Computer Application & Management,

Master of computer Technology and System Management

Certificate in Auto CAD

Certificate in Multimedia & Power point Presentation

Certificate in Computer Hardware Repairing & Networking

Microsoft MS Office



## CORE SKILLS

Business Analysis	Business Development	Sales & Marketing
Key Account Management	Strategic Planning	Brand Management
Relationship Management	Value Added Selling	Product Positioning
Training & Development	Team Player	Channel Management



**Based Locations** Mumbai, Kolkata, Bangalore, Delhi, Hyderabad, Raipur, Bhopal, Noida, Gurgaon



## Language Known

Hindi	English	Marathi
Gujrati	Rajasthani	Other



## References

Available upon request



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## WORK EXPERIENCE

Organization- **Raxa-GMR Group**  
Designation :- AGM - Business Development  
Employed :- March'22 Oct 22  
Location :- Delhi  
Territory :- PAN India and Surrounding Countries

**Product Line** – Elect Surveillance, IT Infra Solution, Security & Safety Products



## Job Details

**Business Development, Sales Administration + Promotion, Corporate & PSU Alliances, OEMs Empanelment, Team Mgmt., Marketing, CRM + KAM**



## WORK EXPERIENCE

Organization- **PERT HA and Envision Network Technologies Pvt. Ltd.**  
Designation:- Sr. VP / VP – Sales & Marketing  
Employed:- Nov'16 Feb'20  
Location:- Bangalore / Hyderabad  
Territory :- PAN India and Surrounding Countries

**Product Line** – CCTV, Access control, Elect Locks, Home Automation, Security & Safety Products i.e Fire Alarm, Intrusion Alarm, Vehicle Tracking & Monitoring



## Job Details

**Sales Administration** – Development of strategic Business Plan, Manage the sales teams, operations and resources to deliver profitable growth.

**Sales Promotion** - Chanel, Projects, Direct (**Products & Embedded Solutions**)

**Business Development** – Define BD Processes, Monitor customer, market and competitor activity including Partner Retention, Business Alliances. Product Empanelment. Mgmt. of Team targets, Incentives, motivation and Training

**Business Growth** –Partner Retention &Dev, Corp Alliances. Product Empanelment

**Marketing** – Define and coordinate dynamic activities for Digital, Social, Print Media and through Events and other Sources. Work closely with the marketing function to establish successful support, channel and partner programs.

**Brand Management** – Product Awareness, managing marketing campaigns, Advancement in Packaging & Strategic Planning

**Business Vertical**– B2B, B2C, Govt.  
Channel Partners, Corporates, Builders, Hospitals, Hotels, Education, BFSI



## Awards & Achievements

Launch and develop Pert Brand aggressively in New market, Start growing Sales revenue from the first Qtr onward, Partner retention 100% & Development 300% Modified Sales Approach & Reporting formats.  
Launch Series concept, Recovery of around 80% outstanding amt.,  
Modified Sales Approach & Reporting formats.



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## WORK EXPERIENCE

Organization:- **Innovative Sys + Samruddhi Automation Pvt. Ltd**  
Designation:- NSM \ National Sales Head – India  
Employed:- Oct'12 Nov-16  
Location:- Mumbai / Noida  
Territory :- PAN India



## Job Details

Posted in HO Mumbai for managing the business in Channel, Builder, Corporate, Industrial, Hospitality, SOHO Vertical directly or through integration partners for Manufactured Home Automation, Gate Automation, Surveillance, Security, Products and Embedded Solutions. Handling a Team of 10 Heads and 80 distributors across the country. Managing growth in Gross margins, business dev for “Innovative” Brand. Responsible for capability development of the team along with maintaining good relationship with existing Business Partners and building new partners & clientele in unrepresentative area to promote sales volume at all levels.

Posted in HO Noida for managing the business in Channel, Govt, Corporate, Industrial, SME Vertical directly or through SIs for Manufactured Surveillance, Security, Automation Products & Embedded Solutions. Handling a Team of 28 Heads and 35 Regional distributors across the country. Managing growth in Gross margins, maintaining top line and business development for own “Sparsh” Brand. Responsible for capability development of the team along with maintaining good relationship with Business Partners to customers at all levels. Also Handling Central Govts, Army, Railway, Banks and other Major Client’s Surveillance Project by joint visit with SI/PST, done successful demos to grab the favor of them after Techno-commercial discussions & VAS.



## Awards & Achievements

Started BD operation Very Successfully by Brand awareness and promotional activities in unrepresentative states across PAN India territory.

**Smart Home** Solution initiated in multiple Infra projects in India with value of more than 1Million US\$.

More than 99% collection within 30 days of invoicing from the Channel Partners.

Convinced 150+ new Channel Partners & SIs to become IRP (Regd. Star Partner) by Tech Training and explaining commercial advantages of smart home concepts.

Identified new B2B Verticals for finding out the opportunity of sailing Smart Home Solutions and start live demos to convert them into billings.

Prepare Aggressive Strategies for brand establishment, new product launching, product Positioning and finding new Market to enhance the sales volume and offer VAS to elaborate existing market and Stack holders.

Video Surveillance Project initiated in multiple Infra projects/Govt. Dept./SOHO with value of more than 50Cr + Values.

More than 99% collection within same day of invoicing from the New Partners\Dlrs.

Add 300+ new Channel Partners & SIs across India and surrounding and make 85.5% Partner retention level.

Prepare new interactive micro level reporting formats and strategies for self and team evaluations according to meet the yearly/Monthly/Daily goals.

Confidently Target 50%+ Growth for new FY on the basis of the received response from the partners and team after above.



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## WORK EXPERIENCE

Organization:- **LG Electronics / SPP Ltd.**  
 Designation:- Regional Sales Head - West  
 Employed:- 8th December'10 Oct'12  
 Location:- Ahmadabad \ Indore



## Job Details

Based in Indore for the business development and managing key customers for Marketing & Empanelment entire range of LG Security products and other Embedded Products & solutions. Responsible for managing the customer requirements and increasing Share of market and initiate new Projects which can increase the productivity of the Channel Partners/SIs as well as profitability for the Mfg. Company and its Sole distributor. Managing a team of 20 indirect field representatives.



## Awards & Achievements

Launched successfully LG brand's CCTV and Access Control Products And established the brand as one of the preferring brand in the region among other established MNC brands within 6 months.

Instrumental in starting the branches and setting up the entire dealer network for the region. Contributed aggressive growth in to the company's sales turnover from the assigned region and Bagged much recognition during the tenure.

Still hold the distinct achievement of the largest CCTV Cameras nos PO from Project Monitoring and controlling directly\indirectly 150+ heads of various Dlr's in the region.



## WORK EXPERIENCE

Organization:- **Druptech IT Sales +RTS Ltd.**  
 Designation:- RSM / Manager – Sales / Business Development  
 Employed:- May 2003 Dec2010  
 Location:- Delhi



## Job Details

Posted in Bhopal to cover the business of MP , CG for development of Innovative IT HW . Responsible for market penetration, channel management, development, conducting trials of our product for establishment, targeting new customers in the region to develop the business. Making Strategic sales & marketing plans to achieve assign target. I was managing A team Of 30 distributors and some direct customers like BHEL,SBI, Dainik Bhaskar, Ordnance Factory , Moahata Coals, Diesel Locomotive Works , Jindal Steel & power, Monnet Ispat Etc. for their diversified product requirements.

Posted in Bhopal/Raipur as resident executive for the brand promotion in Central India. Responsible for market analysis, dealer & CP management, development and selling of the Telecom, Networking and UPS products of the company in the MP,

CG and RJ Territory. Initiating the projects for our products in different verticals, BD task in unrepresentative areas. Approaching for empanelment of the products in different Govt/Pvt. sector and upcoming projects . I was managing a team of 10 distributors and their 12 DSE's in assign territory, directly reporting to the CMD.



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## Awards & Achievements

Delivered 100% revenue growth in the first 3 quarters (QOQ) with a 27% average growth quarter on quarter.

Consistently overachieved on the sales revenue quota and contributed the highest profitability margins within the MP&CG.

Rewarded as a Best RSM for the year 2004-2005 for Seamless and Smooth sales operation and achieving the sales tagt. Within the specific period from the MP & CG territory.

Launched successfully HASEE brand's MP3 Players, IT Peripherals, All in One PCs, MM Devices and established the brand among the Top selling products in the region.

Introduced "Selling Agent Concept" to intensively penetrate the rural market.

Through extensive sub-dealer networking, increased the sales volumes by more than 80% in quantum and to put the brand in the similar Position in the entire Territory.

Also Introduced Cable Marketing to tap the Domestic sales through cable operators in far-flung and remote areas.

Reorganized the service operations and doubled the service income by strategic VAS.

Done Record business development and make RTS well-known brand name within first FY in the given territory.



## WORK EXPERIENCE

Organization:- **Computer world Pvt Ltd.**  
 Designation:- Manager  
 Employed:- Sep' 97 April 2003  
 Location:- Bhopal



## Job Details

One of the leading IT Distribution Service provider Company based in Bhopal M.P. involved in diversified business of IT H/W, S/W, Consumables, Peripherals, and Networking Products through Dealer\Dist.\Channel Partner for Leading IT OEMs and Auth. Dealer for Govt. Sales through DGS&D , MPLUN , NCCF , SCCF , MPSEDC although in Bhopal but cover entire MP, CG.

Targeting new Dealers and End Customers in the region to develop the business. Taking customer feedback and complaint handling, making Pre and Post sales Strategies & marketing plans to achieve trg.



## Awards & Achievements

First time launched Revenue Sharing Modal for the upcountry markets. Vastly expanded dealer network, with special thrust on the rural markets, thereby increasing the sales volume by more than 5 times within 12 months. Strengthened the available brands by effectively tapping the potential and unconventional dealers and Market Professionals, Groomed a strong and loyal dealer network all over the state.. Managed successfully both Sales and Solution Business for the company.



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## CAREER RELATED WORK EXPERIENCE DETAILS

### Determination of Total EXPERIENCE

Sales, Business Development and Marketing with Team Administration – 17+ years

17 Years + Sales And Marketing:- Served Verticals are IT \Telecom\Surveillance\Security\Safety Products, Computers, Notebooks, Servers, Networking Products, Peripherals, Consumables, Software (OS , AV , Application SW, and Service Packs\Warranty ext. Packs ) Office Automation Products, Intrusion/Fire Alarm, Access Control Sys, Boom Barriers, Vehicle Tracking And Monitoring Sys, Facility Management Services , IT Infrastructure Services and Embedded Solutions to Channels\ Govt. Dept \Corporate \LSE & SMEs \SIs.

### Handled world class brand and products till date

HCL, Acer, hp COMPAQ, WIPRO (Servers, DT, NB, Networking Peripherals and Consumables)

Lexmark, Epson, Canon, Lipi, hp (DMP\LMP\Plotters\laser & Inkjet Printers)

Seagate, Intel, Cyberoam (UTM), D-Link, Nortel, DAX

SONICWALL, Ncomputing

APW President, Spider Racks

Polycon, LG Projectors & LFDs

Motorola (WNS & Air Defence Products),

APC, Numeric, Real Power UPS (Online and off Line)

Microsoft, Oracle, Symantec, e-Scan, Queek Heal, Norton SWs

LG, SAMSUNG, Hikvision, AVTECH, Acti, Dahua, CP Plus, Enter, Vantage Surveillance systems, Envision, Sparsh

i-track, Securico, Vehicle & Home Security Products etc.

Faac India, Rockwell Automation.

### Supplied And have good relation with leading corporate clients

(Some of them are as per following)

BHEL , GAIL , IOC ,NTPC , RRL , RBI , SBI , CIAE , HSADSL ,SPM, CBI ,CID, HEG, P&G , LUPIN Lab. GODREJ FOODS , Jindal Group ,Visa Power , DB Power, Dainik Bhaskar Group, Doosan Power ELECTRO FEB COPER STRIPS ,BHASKAR IND, CISF , EEEI LTD Crompton Greaves, CIPET,108 Services, Metro TEXI, Peoples Group, Engg. & Mgmt. Institutions, Reliance, BSNL, Vodafone, AEGIS, Various Group of Educational Institutes (Medical & Engg), Hospitality Groups Like Marriot & Welcome Group.

Having more than 5000 Channel partners and 500+ Companies Database across India with friendly relation with many of them.