

PRASENJIT DEY

Mid-Level Professional

Sales & Marketing | Channel Management & Distribution | Key Account Management

Profile Summary

- Energetic & Enthusiastic Leader with **nearly 13 years** of experience in **Sales & Marketing, Business Development, Channel Management, Product Promotion, Corporate Sales and Team Management** with key focus on profitability and optimal resource utilization.
- Presently working as **Zonal Sales Manager (Sr.Manager)** for **Bharti Airtel Limited in Burdwan, South Bengal**.
- Proficient in implementing plans to develop **new distribution channel** to expand market; managing the performance and imparting regular trainings to the Dealers and Sales Team on products & sales strategies.
- Excellence in execution for **implementing product marketing, brand positioning and promotional campaigns** at the channel level through digital marketing and consumer engagement programs.
- Expertise in managing **strategic relationships, market analysis & expansion and competency development**.
- Capabilities in all aspects of **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction for continued business opportunities
- **Team-based management style** coupled with the zeal to drive visions into reality and achieve the same through mentoring, training and career planning of team members

CORE COMPETENCIES

Sales & Marketing

Business Development

Channel Management/ Distributor

Management

Market & Competitor Analysis

Product Promotion & Visibility

Revenue & Market Share Expansion

Key Account Management

Team Building & Leadership

Employment Details



Since Aug'10 with Bharti Airtel Limited.

Sep'19 to till date in Burdwan East, South Bengal as Zonal Sales Manager (Sr. Manager)

Key Result Areas:

- Spearheading the **sales & marketing and distribution function in Burdwan East district** with a team of **6 TSM**
- Formulating & implementing key deliverables, reaching out to week market for getting higher market share.
- Driving the network up gradation in the metro market by collaborating network team & channel.
- Building & maintaining relations with channel partners, generating business from existing accounts and achieving profitability and increased sales growth
- Building collaborative relationship with cross functional team to meet operational excellence.
- Leading, mentoring & monitoring the performance of the team to ensure efficiency in sales operations

Nov'18 to Sep'19 in Kolkata East as Zonal Sales Manager (Sr. Manager)

Sep'16 to Oct'18 in Berhampore, Murshidabad, Central Bengal as Zonal Sales Manager (Sr. Manager)

Key Result Areas:

- Spearheading the **sales & marketing and distribution function in Kolkata East** with a team of **6 TSM**
- Spearheading the **sales & marketing and distribution function in Murshidabad district** with a team of **9 TSM**
- Formulating & implementing business development strategies / policies; reaching out to unexplored market segments for business expansion
- Driving the new launch & technological up gradation in the district by influencing the team & channel partner.

Jun'15- Sep'16 with Bharti Airtel Limited, Birbhum, Central Bengal as Zonal Sales Manager (Manager)

Key Result Areas:

- Spearheading the **sales & marketing and distribution function in Birbhum district** with a team of **6 TSM**
- Implemented distribution correction across geography for driving direct model of distribution
- Driving new 3G/4G launch of top towns & network expansion across district.
- Taking adequate measures to monitor and analyze the performance of vendors and other units pertaining to cost, quality and delivery norms.

Aug'10- Jun'15 with Bharti Airtel Limited, Kolkata & Howrah as Territory Sales Manager (Sr Ex & Asst. Manager)

Key Result Areas:

- Implemented distribution strategy at channel partner level to drive sales across voice-prepaid, data, dongles and so on
- Planned promotional activities for channel partners and tracked channel schemes and launches
- Coordinated overall supply chain for distribution channel partners and achieved zonal revenue target for all products
- Identified, appointed and monitored distribution partners (distributors, recharge outlets, activation outlets,) in new and existing areas

Overall Highlights

- Selected for ZBM Academy For training & development on core competencies for bigger role
- Recognised with Best ZSM of the Circle Award for Input KPI of distribution in FY17-18
- Recognised with 2nd best People's Manager in FY 16-17
- Promote 4 TSM in next level in 3 year of ZSM stint.
- Achieved Achiever's Club Singapore trip in FY 13-14

Previous Experience

Jul'06-Jul'10 with Dabur India Ltd., Kolkata & Howrah as Sales Officer - Consumer Care Division

(To handle the channel management through the dealer distribution network, Looking after distributor's primary & secondary achievements, Looking after distribution and effective coverage of each and every brand, Handel the sales man & ISR to train them and motivate them to do business and implement the system, Ensuring the distributor ROI through proper system, Launching, promotion & visibility drive to maintaining market share.)

Professional Courses

- 7 days **Business Managers Development Program, at IIM Ahmedabad** in March'18. It is part of development journey for the ZBM academy in Airtel. The workshop includes orientation across different areas like Marketing, Finance, Customer Centricity, Strategy, Leadership etc.
- Being Part of a Consumer Insight & Analytics workshop at Kolkata in Jun'18.
- Completed various courses from Lynda.Com on Building team, Coaching, Customer service, Negotiation etc.

Academic Details

- **Masters Degree in Business Management (Marketing & Finance)** from University of Calcutta, in 2006
- **B.Sc. (Economics)** from Vidyasagar College, Kolkata, Calcutta University in 2004

Personal Details

Date of Birth: 15th April 1982
Languages Known: English, Bengali and Hindi
Address: 94, Ambagan Noapara Kolkata - 90