



## BIRJU MODY

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### JOB OBJECTIVE

I am looking forward for much higher responsibilities to contribute revenue growth by successfully executing strategic initiatives with team; overcoming internal and external challenges to achieve vertical and company goals and objectives.

### PROFILE SUMMARY

- **Career of 22+ years with core competencies in sales, operations, Client management with consultation and solution providing, automation, business development, automation, team management and team development, alliance Management, strategy and planning, budget management, account Management, managing distribution, planning, channel appointment and ROI management, alliance management, strategic and operational processes, revenue enhancement, Execution Excellence, customer Orientation, functional competencies, Managing relationships, Business & commercial acumen**
- Managing global and national accounts and central and state (autonomous) government segment.
- B2C and B2B exposure of Indian market handling national and regional roles in enterprise and Government segment for various products nurturing a team to increase revenue and market penetration along with retaining customers for enhancing revenue offering gamut of products and customized solutions for them to enhance their productivity and reduce cost.
- Recognizing and analysing future business challenges and increase sustainability through cost management
- Successfully setting up of new businesses and launch of multinational brands across India
- Experience of driving audit of various processes and service standards for business excellence

#### **The following achievements demonstrate my qualification for leadership role.**

- Launched international brands like TDK and Princo in Indian market.
- Promoted international brands like HP, Xerox, Imation and Sony in government Sector, Large accounts and global organizations.
- Appointed and developed national distribution channel and retail segment to promote national and international brands.
- Worked closely with international distributors like DESPEC Amara and KARMA
- Succeeded in giving MOM revenue Growth and proved to be an asset of the organizations
- Successfully managed regional and National roles conceptualizing and establishing strategic initiatives to meet organization goals and objectives.
- Successfully implemented digital Transformation of sales process to digital process.
- Realized consistent improvements in productivity, performance, and sales achievements through effective relationship management and problem-solving abilities

### KEY SKILLS

sales, business development, channel business, Automation, M2M communication, Digitize Sales Process, Digital Lead Management, Digitize Acquisition Process, Digital Transformation, Entrepreneurship, Execution Excellence, Business & commercial acumen, Customer orientation, Managing relationships, Selling & negotiation, Communication skills Functional Competency

### EMPLOYMENT DETAILS

**Vodafone Idea Limited, (Location: Mumbai)**

**Sep'18 – June'19**

National Head – Acquisition (Strategy, planning, driving sales and operations in Enterprise Segment)

**Idea Cellular Limited, (Location: Mumbai)**

**Aug'08 - Sep'18**

#### **Growth Path in Idea Cellular Limited**

National Head – Acquisition (Strategy, planning, driving sales and operations in Enterprise Segment)

Vertical Head - Government Business

SME & Enterprise Business

SME Head

**Dec'15 – Sep'18**

**April'13 to Dec'15**

**Oct'10– March'13**

**Aug'08 – Sep'10**

#### **Responsibilities:**

- Design strategy and plan to drive sales and operations in Enterprise Segment (**Global, Large and Government) segment) through B2C and B2B teams.** Manage end to end sales forecasting, planning, and budgeting processes.
- Assigning PAN India region wise sales targets to B2c and B2B team channel wise.
- Customer management, serve for uninterrupted retention process to enhance AON and incremental revenue

- Responsible for team productivity, Revenue and Cost Management, manage B2B and B2C teams (DR's, DST, FOS and CFT's) and Customers (SME, Large, National, global and Government) management, Channel/Aggregators and their ROI management, driving national schemes, automation/Digitization of sales process. Executing Strategies' to ensure vertical and company ROI
- Drive voice, Data and IOT business (M2M/VTS/IOT, super IOT), and other non-voice specialized products in Private and Govt Segment
- Drive national Business Development task with team of 18 DR's, 1800 DST's, 1000 FOS and 300 channel partners
- Design training modules with help of content developer and execute training plans through circle field trainers
- Responsible for Digital transformation of manual sales process to digital sales process, redemption of points for gifts against incentives earned by sales team and digitize acquisition process and lead Management through Mobile app.
- Nationally manage sales team through their end to end life cycle including SIP designing, recruitment, on boarding, training, retention (incentive schemes, bonuses and appraisal), and career path.
- Increase revenue account wise, through team productivity, market penetration, Increase Revenue Market share and ARPU and reintroduce new policies and execute.

#### **Success Highlights:**

- Closed IOT/Super IOT orders for Govt and large accounts like Agriculture Department, Mumbai Water Meter Department, Tata Tele-Systems for TATA Motors, etc.
- Successfully launched Mobile APP for national sales team for attendance, leave, separation management, lead Management, customer profiling, account profiling, customer feedback, Beat Map Management and Digital training Module
- Implemented new concept and implemented new B2C and B2B process
- Achieved revenue target and over achieved gross add target
- Appointed and Developed channel partners to scale the business and increase market penetration
- Managed global, large, SME accounts with additionally managing autonomous government bodies along with central and state Govt. departments.
- Ensured proper brick-walling of accounts and tracking competition activities

#### **PREVIOUS EXPERIENCE**

**Xerox India Limited (Location: Mumbai): Sales & Operations**

**May'06 till Aug'08**

**Printing Solutions**

**Growth Path:**

**April'07 - Aug'08**

**Regional Head - West India**

June'06 - March'07

RSM (Paper & supplies), Mumbai - (Business Partner and Retail business)

#### **Success Highlights:**

- Business Development through B2C and B2B in global, Large, SME and government accounts through channel Partners/Business Partners and Retailers with 100% accountability of Revenue and Profitability.
- Managed to open new accounts and sustain long term relationship of existing **National, Large and Government accounts**
- Provide complete solutions to customers using all company resources
- **Administered:** Stock flow at Co.'s warehouse and at business/Channel partners across West Region, T1,T2 and T3 product wise trend (Stocks and Sales) and set quarterly targets. Customers, Business Partners, Distributors and track retail business
- Liaised with Service Team to monitor alternate/grey products are consumed by end customers. Authorized to appointment and delisting of business partners on basis of ethics, principles and discipline
- Maintained national rate contract with Corporate, Banks, Financial Institutions & other end customers for machine consumables and paper.
- **Responsible for enhancing growth of 22% in Media and growth of 10% in consumable in self assigned territory**

**Hewlett-Packard India Sales Pvt. Ltd., (Location: Gujarat) as Regional Head (Sales and Operations), Printing Solutions**

**May'05- May'06**

#### **Success Highlights:**

- **Responsible for Business Development in B2C and B2C by acquiring National and government accounts through corporate business/Channel partners, Direct Reporters and manage 60+ "Original Cartridge Store" (Retail Stores)**
- **Administered:** Stock flow at Co.'s warehouse and at business/Channel partners across Gujarat. T1,T2 and T3 product wise trend (Stocks and Sales) and set quarterly targets. Customers, Business Partners, Distributors and track retail business
- Sustained beneficial relationships with Registered Supplies Resellers & National Distributors
- New partners appointment, Supervised and performed audits to check authenticity of the partner/dealer
- Designated targets to different sections of RSR's and OCS's depending upon their business structure
- **Presented unprecedented growth of 40% in one year of duration**
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**Crystal Impex Pvt. Ltd. - National Head (Sales & Operations), Mumbai**

**July'97 – May'05**

**Computer Peripherals and data media Products**

**Success Highlights:**

- **Strategized and implemented Sales and Operations (PAN India) in B2C and B2B segment through 495 Business/Channel Partners, 5000+ retailers across India, Established 5 Regional Offices**
- Recommendations on critical decisions, Supervised managers & staff as well as liaised business operations
- Devised effective product planning with prior market survey define product life cycle
- Successfully managed SME, Enterprise, National, Government and PSU's
- Periodical cost analysis and redefined expenses by taking necessary corrective measures.
- **Responsible for enhancing business revenue to 10 fold in 7 years with support of the directors**
- **Strategically planned the launch, sales and marketing of TDK in India for audio, video and optical media products.**

**RU's Marketing & Creative Unit, Mumbai**

**Business Development Manager**

**May'96 - Jul'97**

**Highlights:**

- Marketing Software Package "JURIX" (Court cases of Excise and customs, income tax, entire company law, Notification and circulars issued by the legal departments) to company secretaries, Financial Institutions, Chartered Accountants, Advocates, Government Organizations and Corporate accounts.
- **Played a vital role in increasing the revenue by two fold in a time span of a year**

**• EDUCATION**

MBA (Marketing) from Sikkim Manipal University, Mumbai 2014, DBA from K.C. College, Mumbai in 2004

- B.E (Electronics) from University of Mumbai, India in 1996

**TECHNICAL FORTE**

- Software's Knowledge :MS Office, Oracle: 7.1, Developer 2000, 2D 3D Studio, CAD CAM, Tally and Data Pro

**CERTIFICATIONS & TRAININGS**

- Certified Yellow Belt from Xerox India Limited
- Actively attended workshop on Coaching Skill (2 days), Strategic Business Meeting for Corporate Goal Setting (3 Days), Parivartan (3 days), Team Building, Cross Functional Relationship and Bonding (in total 30 days)
- **Undergone Training's:** Moving from Management to Leadership, Effective Business Meetings, Balancing Your Professional Life, Rational Problem Solving and Decision Making, Globalization and Our Changing World, Understand and Confront Performance Problems, Advanced Sales Communication Techniques, Fundamentals of Finance, Creativity and Innovation in the Workplace, Dynamics of Leadership, Foundations of Effective Thinking, The Leader as a Model, Communicating as a Leader and Thinking Strategically

**PERSONAL DETAILS**

Date of Birth : 6<sup>th</sup> August, 1973

Languages Known : English, Gujarati, Hindi and Marathi

Passport Details : Valid Indian Passport