

Sunny Sureshkumar Nihalani

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CAREER OBJECTIVE

To optimally utilize the present abilities, expertise & knowledge in the organization, as to enable the organization to achieve its goals & at the same time capture opportunities for content learning and career development and a go-getter.

PROFILE SUMMARY

- Innovative professional with 12 year's work experience in Business Development & Marketing in textile, paint & Ed-tech,
- Have work exposure in Channel Sales, Project Sales, AID Profile (Pioneer in setting up this project at Asian Paints in 2011),
- Closely worked with Architects/Interior Designers which has turn a different business channel of business for Asian paints
- Have work exposure in spinning, weaving and processing and testing processes related to yarn and fabric.
- Key Skills- Strategic planning and management, sales and marketing, business development, competitive and market analysis, negotiation, time and man management, leadership, team work, adaptability and flexibility, strong customer facing and administration skills etc.

EDUCATION

- MBA from Asian Institute of Communication & Research, Mumbai.
- Diploma in EXIM - SGCCI
- BBA from South Gujarat University,
- Senior Secondary Examination from I.S.C in 2005
- Secondary Examination from I.C.S.E in 2003

ORGANISATIONAL EXPERIENCE

UpGrad Education Pvt Ltd.

Senior Business Development Manager -

Oct 2022 - till date

Highlights / Major Responsibilities:

- B2C business development for managers,
- Leadership- Providing leadership and guidance to a team for a long-term perspective with the organization,
- Showing them a career road map and drive sales accordingly
- Building Hyderabad Territory from scratch with new counsellors and new managers for study abroad vertical
- Managing to be at top 3 ranking for the last 4 Qtr. in my tenure as Senior managers
- Handled 60-80 members team at any given point successfully with 4-5 managers,
- Maintaining a RND below 4 %,
- Handled different countries such as (USA, UK, Europe, Germany, Canada, etc.)
- Maintaining a higher L2P as compared to other city heads across Germany & USA,
- Worked with the Marketing team closely to ensure which campaign is giving more conversion and giving a proper data with the feedback,
- Organized & Managed different Expo at Study abroad (Guntur, Pune, Indore, Hyderabad, Coimbatore, Mumbai, Visakhapatnam etc.) and ensuring my vertical conversion is the highest among them.

Business Development Manager II -

Jan 2021- Sep 2022

Highlights / Major Responsibilities:

- B2B business tie up with the companies & institution's (NTPC, IT Department of M.P, ONGC, Capgemini, Infosys)
- Maintain higher L2P as compared to other city heads.
- Handled 15-25 members team at any given point successfully,
- B2C - RND below 2 %
- Handled different programs such as (DM, GMBA, DS, ML & AI, NMIMS & Doctorate)

- Liaising with the director's & Explaining about the upbringing & upskilling of the existing employees
- Getting company on board with minimum enrollment of 100 on the spot
- collaborating with existing clients to generate prospects through referral scheme which is mutually beneficial.
- Top Companies Directors & CEO's brought on Board - RIL, NTPC, Blackberry, ONGC & HSBC etc
- Organizing & sponsoring different management seminars and getting delegates on board for different programs & creating a brand awareness,
- Worked with the learning experience team closely to raise the L2P of a channel.
- During my tenure have ensured that 40%-50% of my team was gunning for next level

Toppr Technologies Pvt Ltd.

Business Development Manager

Aug 2019 - Jan 2021

Highlights / Major Responsibilities:

- Marketing & training of e-learning platform,
- Collaborating with existing clients to generate prospects through referral scheme which is mutually beneficial (created a different channel - Referral scheme)
- Training the team on technical and client management, and giving them content to perform effectively,
- Creating a different channel of repeat business & articulation

Shree Sai Textiles Pvt Ltd

Marketing Head

April 2014-July 2019

Highlights / Major Responsibilities:

- Marketing, selling & processing of Finished, Semi finished and Grey fabric to the companies,
- PAN India Relationship management with existing and prospect clients,
- Designing of the product as per the client requirement and ensuring customer satisfaction through client meetings and understanding expectations.
- Participating in tenders & submitting quotes.
- Delivering within deadlines even on Complex and huge projects
- Product designing by considering the exposure of the client.
- Team management with a core team of 109 people.

Asian Paints Pvt Ltd. (Mumbai)

Manager

October 2010-March'14

Highlights / Major Responsibilities:

- Handling a unit for Sales and Projects.
- Piloting the innovations & creating new indications & expanding markets.
- Participating on cross-functional team to develop new customers.
- Promoting new and existing products through Architect and Interior Designer.
- Part of the pioneer team of Architect & Interior designers.
- Responsible for brand building, liaising with sales agencies & cross functional units to generate leads & Growth from Architects & Interior Designers.
- Understanding market and the Client segment and catering to their needs as per their requirements.
- Brand sales analysis & follow up for strategy implementation.
- Focused AID firms/ Key accounts.
- Analysis of Business Impact.
- Channel Sales.
- Project Sales,
- Making good relationship with potential contractors, Builders & Architects, maintain it & get a long-term repeat business.
- Co-coordinating with project team & retail dealers to develop business through Quotes & tenders.
- Competitors new information gathering.
- Market development.

E-financial LLC (USA)

Manager

April'2007-March'2008

Highlights / Major Responsibilities:

- Heading Indian Operations for Finance with direct reporting to the CFO (Based in Seattle USA)

INDUSTRIAL TRAININGS / EXPOSURE

- Oil and Natural Gas Corporation (Hazira Plant) - Trainee ----- Finance, Marketing, HRM, Production
- Voltas Limited (Mumbai) – Trainee - Project Management, Project & Marketing strategy

ACHIEVEMENTS & EXTRA CURRICULARS

- Runner up in IIM –A market research event.
- Stood 1st in the Packaging and Marketing event held at Bardoli College.
- General Secretary of the College for 2 consecutive years
- Managed a huge Industrial Trade Fair for three consecutive year's i.e.
A "Udyog-2006",
B "Vyapar-2007",
C "Udyog-2009"
- Organized a Management Event "Protsahan-2007".
- Organized and Managed Mega event with foot-tapping DJ with a crowd of around 2500-2800 people.

IT SKILLS

- Developed MS Office computer suite skills: Excel, Word, PowerPoint, Outlook and Explorer.
- Diploma in Computer Hardware & Software
- Tally Known
- MS Office 2007
- Travelling, meeting new people, music,

Personal Details

Languages Known : English, Hindi, Gujarati, Sindhi

Declaration: I hereby declare that above information is correct to the best of my knowledge and belief.

Place: Mumbai (Maharashtra)