



Real Estate - Sales & Marketing & Business Development Professional

Business Head with success in spearheading strategic sales & business operations; targeting senior level assignments in **Sales, Marketing, CRM, Operations & Business Development** with an organisation of high repute



PROFILE SUMMARY

- ❖ **A result-oriented professional**, offering **over 25 years** of successful career in Sales & Marketing, Business Development, Client Relationship Management and proven results across **Real Estate industry**
- ❖ Proven track record of **devising sales & business development strategies** that have elevated brands from relative obscurity, forging alliances, driving revenue & growing profits in competitive markets
- ❖ Drove **innovation and optimization across channels** to continuously improve/expand company offerings and customer experiences
- ❖ Built strategies for **new project launch, product positioning and brand management**, developed and leveraged strong relationships with key decision-makers
- ❖ Led development and implementation of strategic and policy decisions resulting in increased **revenue and productivity**
- ❖ **Growth Catalyst** with impressive success in driving sales and amplifying business margin through short-term & long-term business planning
- ❖ Incisive acumen in **exploring business opportunities** across varied geographies with proactive experience in sustaining cordial relations with Channel Partners and building high-performance teams to enable higher margin revenue
- ❖ **P&L Driver & Revenue Accelerator**: Drove the operations for the organization, employed a pragmatic approach and catapulted the profits
- ❖ Experienced in creating **business development procedures, channel / dealership standards** and sales strategies as well as service delivery plans & guidelines
- ❖ **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution
- ❖ **Key strategist & negotiator** with merit of collaborating with key decision-makers/ leaders across target organizations and penetrating new markets for revenue & business growth
- ❖ Led various aspects of **CRM** including **collections, bank relationship for loan to client, resolution of stuck up cases**
- ❖ **Administered Legal - RERA**, liaised with government departments, provided resolution for irate clients & settlement and finalised agreement with vendors, tenants/brands & so on
- ❖ Effectively developed **Sales Network and Broker Channel in new markets**

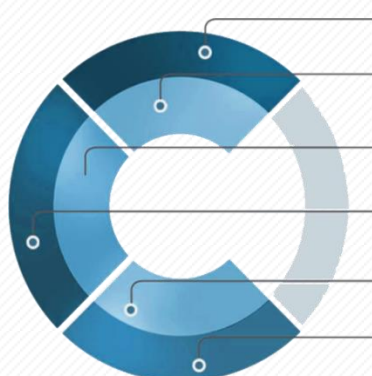


CORE COMPETENCIES

- Strategic Planning
- Project Lifecycle Management
- Analytics & Business Intelligence
- Commercial & Residential Projects
- Product & Pricing Strategies
- Strategic Performance Management
- Marketing and Sales Strategies
- Budgeting & Forecasting
- Team Building & Leadership



SOFT SKILLS



- Change Agent
- Collaborator
- Communicator
- Innovator
- Planner
- Thinker



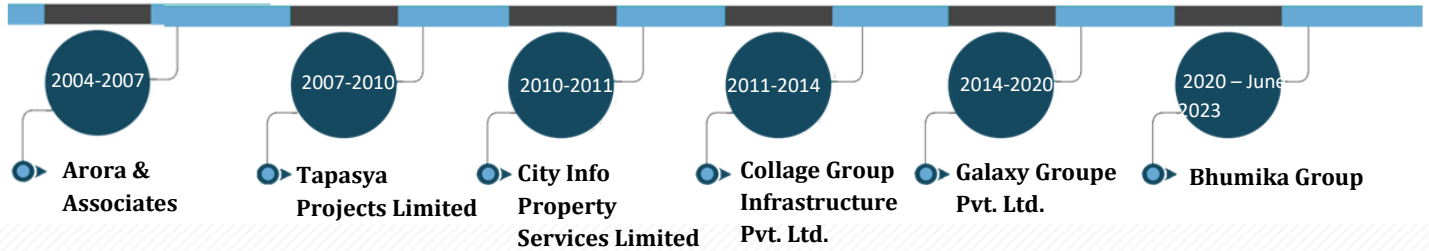
EDUCATION



B.Com. from CH. Charan Singh University, Meerut in 2001



CAREER TIMELINE (Recent 6)



CURRENT EXPERIENCE

9th June 2023 till date : Trehan Home Developers as Executive Director

Current Projects :

- ❖ Mall at Alwar
- ❖ Luxury Floors at Gurgaon
- ❖ Township of 300 acres at Alwar

Jul'20- June 2023: Bhumika Group, New Delhi as Head Real Estate Division

Key Result Areas:

- ❖ Explored new territories and market for expanding business; developing Sales, CRM module, methodology and creating policies for modifications
- ❖ Maximized sales opportunities by establishing alliances, resulting in deeper market penetration and reach
- ❖ Acquired new clients by prospecting & generating leads and ensuring achievement of the defined targets
- ❖ Developed robust market knowledge of existing & potential clients and ensuring business growth opportunities are aligned to the company's strategic plans
- ❖ Administered sales & marketing operations, increasing sales growth and working on driving sales initiatives in order to achieve business goals
- ❖ Resolved legal issues in close co-ordination with inter department

Highlights:

- ❖ Steered efforts towards developing and driving necessary **Sales, Marketing, Customer Relation, Financial, Human Resource and Legal Policies, Standard Operating Procedures, and Internal Controls**
- ❖ Administered the **MIS related activities, sales reports** and other relevant reports for the management
- ❖ **Formulated business plans**; ensured growth of company by setting up new projects as per business plan
- ❖ Managed the team to liaison with the right platform and built **partnerships with Channel Partners, Influencers, HNI clients** and the right brands across the luxury domain to gain mutually in terms of branding and sales
- ❖ Developed and scaled the business in the **Domestic and International markets** through various sources
- ❖ Established and maintained **effective working relationships** at all levels of the organization, including negotiating resources
- ❖ Led the development, implementation and delivery of the **business development function** and ensured excellent levels of client experience

May'14-Jun'20: Galaxy Groupe Pvt. Ltd. as Chief Operating Officer

Projects Executed:

- ❖ Commercial & Residential Projects at Noida – Sikka Karnam Greens, Sikka Kaamna Greens, DownTown, IT Building Sector-127, Residential Project Sector 150 Noida
- ❖ Sagrados Villas, Goa: A premium residential project located in Goa designed by ROHIT BAL
- ❖ Disco Valley "Global Village & Vagator Beach, Goa
- ❖ Appu Ghar Adventure Sports Parks, Jaipur
- ❖ Great India Place Mall, Gurgaon & Jaipur
- ❖ Galaxia Cruise, Goa

Key Result Areas:

- ❖ Generated business by way of dealing with Financiers & Investors for joint ventures of existing projects
- ❖ Forecasted monthly/annual sales targets & drove sales initiatives with partners to achieve business goals and managed the frontline sales team to achieve them
- ❖ Developed and appointed new channel partners to expand product reach in the market and coordinating with the partners to assist them to promote the project and monitoring the performance of channel partners regarding sales periodically
- ❖ Prepared detail project report, business development, project planning and execution with emphasis to planning & budgeting, cost control
- ❖ Reviewed budget and planning of construction activities, project execution without compromising the timeline of the project
- ❖ Steered problem analysis, selection of alternatives, implemented the best, testing and evaluation of the results

Highlights:

- ❖ Instrumental in **developing channel partner network** in Maharashtra (Mumbai, Pune), MP (Bhopal, Gwalior, Indore), UP (Kanpur, Lucknow, Allahabad), Rajasthan (Jaipur, Ajmer, Kota) & Delhi-NCR

Mar'11-May'14: Collage Group Infrastructure Pvt. Ltd. as VP-Sales

Key Result Areas:

- ❖ Developed **commercial & residential properties** at Dehradun, Bhopal & Kanpur in JV with Unitech Group
- ❖ Ensured **timely collections from client** and managed fund-flow as per project requirements
- ❖ Steered **enrolment, training, counselling, joint marketing activities** with Channel Partners
- ❖ Involved network of Channel Partners at **Kanpur, Lucknow, Banaras, Allahabad, Ettawah, Bhopal, Indore, Gwalior, NCR, Dehradun and the rest of Uttarakhand**

Jul'10-Mar'11: City Info Property Services Limited, Delhi as General Manager-Sales & Marketing

Sep'07-Jun'10: Tapasya Projects Limited as Assistant General Manager

Mar'04-Aug'07: Arora & Associates, Delhi as a DGM Sales

Apr'01-Feb'04: Aditya Associates, Delhi as Senior Manager-Sales

May'98-Apr'01: Andromeda Marketing Pvt. Ltd., New Delhi as Assistant Manager-Sales



PERSONAL DETAILS

Date of Birth: 4th June 1980

Languages Known: English & Hindi

Address: Gurugram