

# DEBEBRATA DAS

Key Account Management | Territory Sales | Client Relationship Management | Sales Pipeline Management

+91 7838195810 | orders@resumewriterindia.in

## SUMMARY

Transformational Thought Leader offering services in crafting and driving strategic vision to achieve business goals with an emphasis on technology solutions; expertise in developing and managing Key accounts in order to derive the required market share, revenue and profit of the organization

Domain expertise in BFSI, Telecom, IT and Manufacturing. Delivered excellence in employing solution-driven approach by mapping client's requirement with right solution; gained exposure by delivering solution in various technologies such as Networking, Datacenter and Telecom Products in enterprise and large-scale accounts

## WORK EXPERIENCE

### Channel Account Manager

January 2020 – June 2021

#### Avaya India Ltd. (Kestone India Pvt. Ltd.)

Region: West Mumbai

Led Territory Growth by managing existing Customers / Channel Partners; driving business development to generate pipeline

Introduced New Product Line by mapping target customers with target industries

Employed Market segmentation plan to identify Business Partners

Aligned business targets to partners based on their demographic credentials and customer retention plan

Delivered and organized Sales / Technology workshop periodically among partners to maintain future of the workforce

Managed sales pipeline to ensure an adequate number of leads and deals are in the pipeline identified for both short and long-term success

March 2012 - December 2019

#### D-Link India Ltd.

Region: Mumbai

March 2012 - January 2016

#### Enterprise Sales for Mumbai Region

Built relationships with large corporate customers and analyzing their business requirements and providing solutions with timely deliveries; expanded organization's reach to untapped & untouched potential of BFSI, Telecom, IT & ITES and Manufacturing

March 2012 - January 2016

#### Channel Sales Manager

Developed vertical Market Specialist and Value-added distributor for each Vertical growth and focus

Identified and on-boarded new channel marketing / business development programs to increase channel sales

Allocated budgets to support channel partner programs, identified & nurtured key solution providers for leveraging channel strategy; observed appointment of VAR / Regional Distributor for Structured Cabling, Wireless and Switching

## KEY STRENGTH

Sales and Marketing	██████████
Territory Sales	██████████
Sales Forecasts	██████████
Business Development	██████████
Goal settings	██████████
Network Management	██████████

## EDUCATION

2010	MMM (Master Management Studies)   GNIMS, Mumbai
2004	Bachelor of Commerce   Mumbai University
2001zz	H.S.C   MKSC of Commerce

## PREVIOUS EXPERIENCE

**Elite Core Technologies**  
Region: Mumbai (Tier2-3)

**Channel Sales Manager**  
April 2011 - February 2012

**Redington India Ltd.**  
Region: Mumbai

## NOTABLE ACCOMPLISHMENT

- Recognized for delivering various Projects with esteemed customers such as ICICI Bank -Yes Bank- Axis Bank- BOI-Tata Power – Accord Group –Netmagic- High Court -PWD and multiple SME Customers from various verticals
  - Successfully opened up 25+ large scale and Enterprise Accounts
  - Increased business with existing accounts by 20%+ through new products introduction
  - Drove Strategic Business relationship with Future Group for 5 years recurring business in 2014-2018 with a project value 10Cr
  - Played a key role in executing and specking tender with PWD for Mantralaya and High Court 2017 Project Value - 5CR
  - Developed healthy relationship with BARC and bagged every year order value 1 CR from 2014-2019 for D-Link Switches
  - Drove TCS-iON Project with and strategy and won 30 location in India.
  - Closed opportunity and strengthened relationship with a strategic account by leveraging key account management skills
  - Developed and managed strategic partner programs leveraging channel sales and achieving an increase of qualified pipeline by 40%
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## PERSONAL INFO

**Date of Birth:** 29<sup>th</sup> January 1981

**Address:** 5/750, SAAC 2<sup>nd</sup> Floor, Sabari Salai, Madipakkam Chennai - 600091

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