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DEBASHIS DEY CENTRE HEAD

**Business Excellence | Revenue Generations | Operations Management |
Vendor Management**
Location Preference: Kolkata



Career Timeline (Recent 4 companies)



Key Impact Areas

Business Excellence

Centre Operations

Client Relationship Management

Sales & Marketing

Customer Acquisition

Revenue Growth

Vendor Management

Liaison & Coordination

Process Improvement

Team Management



Soft Skills



Executive Profile

- Offering **11.5 years** of organizational experience and **6 months of part-time experience** in managing the **entire gamut of center/ business operations, center management, budget & expense monitoring, and cost savings & negotiations**
- Collaborated with assigned inside sales representative to develop an overall territory account plan to maximize opportunities and generate sales activity with customers and partners
- Worked in the **areas of budget development and tracking, value capture assessment**, reporting, communications as well as leading various corporate-wide and operations-specific initiatives as required
- Reviewed sales plans**, acquisitions/dispositions, business operations, human resources & accounting teams and profits & losses of the corporation
- Anchored **Business Continuity Planning and Vendor Capacity Mapping** to meet business demands
- Directed and coordinated all functional personnel to continually achieve a high degree of professional performance



Professional Experience

Since Nov'16 with Career Launcher, Kolkata as Centre Head (on Payroll of MPD Services)

Team Size Managing: over 25 Team Members

Key Result Areas:

- Initiating and managing strategic partners program leveraging channel sales including, planning, implementing and tracking projects
- Managing the portfolio of business improvement projects and ensuring benefits delivery and execution of the projects with desired quality, on time, and within budget
- Evaluating overall business operations, supporting franchisee in goal setting, and providing support in business development and implementation of the business operating system
- Creating & implementing product-knowledge guides and coaching sessions for entire admissions department
- Designing and executing go-to-market strategy for new product offering for entry into new markets
- Enhancing product and service offerings; leading high value sales, addressing minor details and identifying areas of improvement in customer service
- Ensuring accurate and timely communication to the customer of essential information impacting the operations, maintenance, and support of business plans

Highlights:

- ▶ **Pipelined a sales of INR 30 lakhs** through strategic tie-up with various colleges & educational organizations
- ▶ Collaborated with assigned inside sales representative to develop an overall territory account plan to maximize opportunities and generate sales activity with customers and partners
- ▶ Led negotiations, coordinated complex decision-making process, and overcame objections to capture new business opportunities
- ▶ Evaluated spend and utilization, optimized spending patterns, technology usage and implementation strategies
- ▶ Developed and implemented relationship strategies to maximize chances of profitably securing strategically important new business
- ▶ **Closed INR 1.30 CR new business** deals by coordinating requirements, developing and negotiating contracts; integrated contract requirements with business operations

Mar'11-Sep'16 with NIIT, Kolkata as Centre In-charge

Highlights:

- ▶ Developed effective working relationships with customers through regular meetings; identified and obtained further sales and business development opportunities
- ▶ Conducted market research through industry contacts, publications, trade events and tracked business news to identify ideas for growth
- ▶ Maintained customer relationships and ensured customer loyalty through excellent customer service by meeting client needs appropriate to their needs



Previous Experience

Feb'09-Mar'11 with Frankfinn Institute of Air Hostess Training, Kolkata as Assistant Business Development Manager

Highlights:

- ▶ Identified potential business opportunities in East Zones of India like Bihar, Jharkhand, North-East, West Bengal by strategically devising various promotional & marketing activities and liaising with key clients
- ▶ Conducted quantitative research in various areas including advertising, branding, segmentation, positioning and customer satisfaction/customer experience measurement

Jun'08-Feb'09 with Indiabulls Financial Services Ltd., Kolkata as Sales Executive

Nov'07–May'08 with Binyak Financial System, Kolkata as Team Leader

Part-time Assignments

Since Nov'18 with Lakme Academy, Kolkata as Centre Head

Since Nov'18 with Arena Multimedia, Kolkata as Centre Head

IT Skills

- ▶ MS Office: Word, ADExcel, PowerPoint

Training/ Workshop

- ▶ Trained in Spin Model Sales

Education & Credentials

- ▶ BA from Calcutta University in 2006
- ▶ 12th from West Bengal Council in 2003
- ▶ 10th from West Bengal Board in 2001



Personal Details

Date of Birth: 6th January 1985/ **Languages Known:** English, Hindi, and Bengali

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