

Ajay Kumar Dube

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SYNOPSIS

- ✓ **Master of Business Administration (MBA)** with eight years of work experience in **Educational Franchise Sales, Business Development, Operations and Training.**
- ✓ Exposure to a wide variety of roles - **Client Acquisition, Client Servicing, Retention, Training, Marketing, Franchising, Brand Consulting, Investor Presentations, Recruitment, Events & Seminars, Event Planning & Execution, Research – Online & Offline etc.**
- ✓ **Computer Literate** – Proficient in Windows, MS Office & Internet.
- ✓ Effective **Communicator, Strategist, Implementer** with good **Leadership, Negotiation** and **Analytical abilities.**

QUALIFICATION

- ✓ **MBA (Marketing)**, GNIT College, Greater Noida, Delhi-NCR – 2012.
- ✓ **B.Com.** Allahabad University, Allahabad – 2010.
- ✓ **HSC (12th Std)**, U.P. Board, Allahabad – 2006.
- ✓ **SSC (10th Std)**, U.P. Board, Allahabad – 2004.

ACHIEVEMENTS

- ✓ Participated as Speaker in 5th School Leadership Summit, Bengaluru organized by Elets Techno media on 12th January'18.
- ✓ Developed approx. 150+ preschools and 5 K-12 schools till date in India, Nepal and Bangladesh.
- ✓ Having experience of working in South Asian Countries like-India, Nepal and Bangladesh.
- ✓ Appointed as Joint Secretary–Gujarat State for PSACWA - Private Schools and Children Welfare Association (An organization working for welfare of private schools and children pan India)
- ✓ Awarded for Excellence in Education by PSACWA - Private Schools and Children Welfare Association (An organization working for welfare of private schools and children pan India) during 5th National Council Meet in Bengaluru on 9th June'19.

WORK EXPERIENCE

**1. Organization – Springville Preschool and Springville Global School
Meadow Education Pvt. Ltd.,Vadodara, Gujarat, India**

www.springvillepreschool.com www.springvilleschools.com



Tenure – April'18-Till Date.

Designation – Head- Sales and Franchise Development (South Asia)

Responsibilities –

- ✓ Responsible for franchise development in South Asian Market.
- ✓ Responsible for franchise lead generation.
- ✓ Responsible for converting existing schools (Brand Conversion).
- ✓ Responsible for site visit and approving the property.
- ✓ Responsible for appointing sales executives/managers.
- ✓ Responsible for sales trainings to new joiners.
- ✓ Responsible for achieving sales targets given by management.
- ✓ Responsible for center setup and launching activities.
- ✓ Responsible for vendor management.
- ✓ Responsible for Investors Meetings.
- ✓ Supply Chain Management (School Setup and Study Materials Materials).
- ✓ Handled existing client services.
- ✓ Responsible for organizing events, workshops & seminars.

Highlights –

- ✓ Developed 17 franchisee (13 India + 5 Nepal) in 12 months.
- ✓ Developed 1 Master Franchisee in India (Gujarat).
- ✓ Developed 1 Master Franchisee in Nepal.

2. Organization – Ragersville Preschool

Ragersville Learning and Accessories Pvt. Ltd., New Delhi, India

www.ragersville.in



Tenure – January 16 to Mar 18.

Designation – Head-Franchise Development/Operations

Responsibilities –

- ✓ Responsible for business development in Indian Market.
- ✓ Responsible for appointing new franchisee.
- ✓ Responsible for converting existing schools into franchisee.
- ✓ Responsible for site visit and approving the property.
- ✓ Investors Meetings.
- ✓ Vendor Management.
- ✓ Supply Chain Management (School Setup and Study Materials Materials).
- ✓ Handled existing client services.
- ✓ Responsible for organizing events, workshops & seminars.

Highlights –

- ✓ Created a Franchise model and successfully implemented it.
- ✓ Developed 10 franchise centers along with one company owned center within 1.5 years.

3. Organization – The Kids Square Play School

Kids Square Pvt. Ltd., New Delhi, India

www.thekidssquare.com



PLAY SCHOOL - DAY CARE - ACTIVITY CENTER

Tenure – January 14 to November 15.

Designation – Head-Franchise Development/Operations

Responsibilities –

- ✓ Responsible for franchise development in Indian Market.
- ✓ Responsible for appointing new franchisee.
- ✓ Responsible for converting existing schools into franchisee.
- ✓ Responsible for site visit and approving the property.
- ✓ Investors Meetings.

Highlights –

- ✓ Created a Franchise model and successfully implemented it.
- ✓ Developed more than 45 franchisee centers in 2 years.

4. Organization – Bachpan Play School & Academic Heights Public School (K-12)

S. K. Educations Pvt. Ltd., New Delhi, India

www.bachpanglobal.com www.academicheights.in



Tenure – March 12 to December 13

Designation – Executive – Franchise Development

Responsibilities –

- ✓ Responsible for appointing new franchisee.
- ✓ Site Visit and approving the property.

Highlights –

- ✓ Developed more than 75 franchisees (Preschool & K-12) centres in 2 years.

ADDITIONAL INFORMATION

DOB – 12 June 1989

Marital Status – Married.

Nationality – Indian.

Languages Known – English and Hindi.

Interests – Reading, Travelling, Movies and Music.

Any Further Information can be furnished if required.

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