

NITYANAND KUMAR

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Profile Summary

- A goal-oriented professional with over 12 years of experience in Education Sector, Staffing & Recruiting Firm, including 5 years of inside sales & 3.5 years of entrepreneurial experience
 - Hands-on experience in charting out Operations & Business development strategies and contributing towards enhancing business volumes & growth and achieving profitability norms
 - Expertise in development & implementation of promotion plans and managing communication for brands including all above the line and below the line activities; maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention
 - Skilled in managing business operations encompassing customer relationship management, administration, market analysis, development of new markets and market segments; interfacing with individuals / key influencers among corporate for ascertaining requirements, making presentations and delivering need-based product solutions.
 - Comfortable interacting with multiple levels of organization, management and staff.
 - Skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
 - Handling entire CRM & LMS (lead Management System) related activities for PAN India
 - Responsible for managing & training the team for all inbound/outbound calls, verification calling process, email process, CRM processes etc
 - Steered efforts in communicating Franchise Model (Investment, Fixed Expenses, Variable Expenses, R.O.I, Profit Share) to the prospective franchise partner
 - Successfully established New Centre in **Rajasthan, Punjab, Maharashtra, Bangalore, Hyderabad, Chennai, Gujarat and Bihar**
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AREAS OF EXPERTISE

Business Development & Operation, Team Management & Leadership, Performance Management, Strategic Planning, Budgeting, Account Management, Vendor Management, Quality Surveillance, Document Management, Client Satisfaction, Critical Thinking & Problem-Solving Skills, Adaptability & Stress Tolerance, Revenue and profit maximization, Effective Negotiator, Account & Territory Management, Project Management, Inventory Management, Supply Chain, Management Information Systems

ORGANIZATIONAL EXPERIENCE

Currently working as Freelancer / Consultant / July'19- Till Date

Job Responsibilities

- Plan, organize and manage business development
- Develop detailed business plans to drive small or radical changes
- Responsible for prospecting, qualifying, and generating new sales leads depending on the Product/service we sell in the market.
- Agreement drafting
- Site visit for New School setup and layout planning
- Gather relevant information by utilizing multiple open sources.
- Maintain and expand your database of prospects
- Sourcing the requirements from the client and account management.
- Initiate relationships with prospective clients by researching jobs and organizations and connecting with key stakeholders.
- Present information related to recruiting and staffing services and utilizes business development strategies to capitalize on new opportunities and drive growth.
- Negotiation with vendors

Sesame School House Pvt Ltd, NEW DELHI / May'16 – July'19
(A Subsidiary of Sesame Workshop India, Sesame Workshop New York)
Key Account Manager (Pan India & Nepal) (Operation & Business Development)

Job Responsibilities

- Developing Operations & marketing strategies to build consumer preference and driving volumes; evolving market segmentation and penetration strategies to achieve targets.
- Maintaining close professional/working relationships with vendors to resolve problems issues and improves service in business.
- Educating to International vendors about organizational administrative requirements, invoicing process, Inspection activities, documentation, assisting in issues and more.
- Coordinate with finance team/ Procurement Adviser Invoice approval after completion of orders & even assisting for milestone payments.
- PO close out tasks from MIS Report.
- Expediting, Revision of POs, Invoicing and other tasks.
- Supervising complete business operations in the assigned region with profitability, forecasting monthly/ annual sales targets & executing them in a given time frame
- Strategizing long-term as well as short-term business plans to ensure maximum profitability; identifying and developing new streams for long-term revenue growth and maintaining relationships with franchisee to achieve repeat/ referral business
- Driving sales strategies for attainment of periodical targets with a view to optimize revenue, both directly as well as through channel partners; evaluating marketing budgets periodically and ensuring adherence to planned expenses
- Taking care of school setup as per guidelines & Conducting Induction programs to New Franchisee
- Responsible for closure of full year enrolment calendar including brand activations and promotions
- Collecting AF (Annual Fees/ Royalty) and pending dues; managing all the centre compliance including Academic, audit, quality, enrollments and others
- Assisting with departments for smooth functioning of the centre like Academic, Finance, Audit, Marketing, Supply Chain and others
- Coordinating with the marketing team to ensure continuous flow of hot leads from centre marketing activities and call centre in each learning center
- Making presentations before the prospective clients to promote the company's services and negotiating with them to finalise mutually beneficial business deals (Corporate Tie-ups)
- Review financial statements and data.
- Utilize financial data to improve profitability.
- Prepare and control operational budgets.
- Control inventory. Plan effective strategies for the financial well-being of the company.
- Systematizing warehouse and inventory management in adherence to budget
- Purchase materials, plan inventory and oversee warehouse efficiency
- Ensure achievement of overall centre target by generating business & cross sales
- Update Supply Chain internally and manufacturing site in weekly meetings, include status of parts not yet on order and parts on order.
- Communicate status from projects to the Supply Chain organization
- Follow-up and secure that supplier documents are delivered on time.
- Conduct Internal Supply Chain meetings

Key Achievement

- Accomplished a challenging franchisee center activation rate of 90%, with TAT of 60 days
- Implemented strategies and restrained the franchisee dropout to less than 10% and doubled franchisee space utilization ratio by introduction of double shift and extended day program
- Successfully reviewed supply chain process and decreased the cost of transportation by 50%

Mars Education (A Business partner of Aptech Ltd, New Delhi / June'15- March'16)
Regional Sales Manager (Business development)

Job Responsibilities

- Meets regional sales objectives by forecasting requirements, preparing and annual budget, scheduling expenditures, initiating corrective actions.
- Prepare the marketing plan along with the respective centre managers as per monthly assigned targets
- Ensure walk-in enquiries targets to be generated through various Marketing and sales activities.
- Play a Key Role in building, launching new products and service for the division.

- Achieves the Region's revenue and profitability for each centre.
- Responsible for the Region's forecasting and sales tracking.
- Sets the vision for the Region and develops and adheres to a business plan to attain this vision.
- Evaluate market trends and gather competitive information, identify trends that effect current and future growth of regional sales and profitability.

Key Achievement

- Revenue growth by 15%
- South Extension Centre No. 5 in Pan India and No. 2 in North India in terms of Booking Value. (In revenue, it's more than 78 L)

Hi-Tech Institute of Advance Technologies (P) Ltd, New Delhi / Jan'10 – May'15 Zonal Sales Manager (North / West) (Business Development & Operation)

Job Responsibilities

- Running and Managing Marketing support for the sales team across India.
- Review the marketing plan with the respective centre managers as per monthly assigned targets.
- Managing Sales worth in volume its 1200 admission per month (in revenue it's more than 1.5 Cr.).
- Handling entire CRM & LMS (lead Management System) related activities for PAN India.
- Would be responsible for managing & training the team for all inbound/outbound calls, verification calling process, email process, CRM processes etc.
- Identify steps in work processes. Identify improvement opportunities and propose timely suggestions. Accountable for getting these queries solved through coordination with the respective department, within the prescribed TAT
- To ensure team is trained enough in providing account related information using back-office software's/other in-house software's.
- Be accountable for quality check of the calls/emails triggered.
- Complaint logging, tracking and closing. Solve customer disputes and queries.
- To escalate the complaints to the concerned HODs and coordinate for early settlement of the same.
- Design and implement a strategic plan that expands company's lead base, be accountable for managing high-volume incoming leads & further allocation of the same for closure.
- Cross selling of different courses
- Develop industry-specific messaging and collateral materials that effectively communicate the company values, ethics and vision.
- Play a Key Role in building, launching new courses and service for the division.
- Enhancing employability of students by arranging sessions.
- Selling Franchisees and exploring new markets across India.
- Handling Education Centre Operations across Territory.
- Monitor performance of partner for increase in revenue base.
- School tie-ups for Seminars & Workshop

Key Achievement

- Directed Sales worth in volume its 1200 admission per month (in revenue it's more than 1.5 Cr.)
- Launched 3 New Courses (Advance Mobile Course, Advance Hardware & Networking, Hacking)
- Coordinated with National Security Database

Idea Cellular Ltd, Bangalore / Channel Manager (Post-Paid) / Dec'08-Dec'09

Job Responsibilities

- Driving Sales through Channel and Strategies Developed to Increase Business
- Explain the FRANCHISE MODEL (Investment, Fixed Expenses, Variable Expenses, R.O.I, Profit Share etc) to the prospective franchise partner & identify the potential Investors.
- Organizing Training Programmers for the Sales Team.
- Managing 650 activation per month

Key Achievement

- Achieved highest activation i.e., 120 numbers
- Increased the business growth by 45%, Sales Target by 85% and 75% of Bill value collection

Entrepreneurial Experience / Family Business Partner / Jan'04 – Jun'07

Job Responsibilities

- Spearheaded Garment Retail Outlet & TVS Two-Wheeler Dealership
 - Organized and executed Road show and demo for two-wheeler
 - Appointing Sub-dealer under our dealership
 - Managed Sales worth in volume 350 motorcycles per month (in revenue it's more than 3.5 Cr that includes Sales of new vehicle & Sales & Service)
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IT EXPERTISE

- Operating System – MS office
- MS-CIT
- SAP, ERP
- Proficient in MS Office & Internet Applications

EDUCATION

MBA (International Business & International Finance)

Manipal Institute of Management, MAHE University

Bachelor of Engineering (Mechanical)

Siddaganga Institute of Technology, Bangalore University