

# Sattwik Gupta

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## Profile Summary

- Accomplished professional with nearly **15 years** of exposure in **Sales & Marketing, Business Development, Market Expansion, Franchise Handling, Team Building, Sales Training, and People Management.**
- Innovative & Competent Resource, with an impressive track record of **Growth & Revenue Generation; Spearheading Branding & Promotional Activities; Client Sourcing, Acquisition & Retention, Profit Center Management, and Strategic Tie-ups.**
- **Team-based management style** coupled with the zeal to drive visions into reality; an effective leader with excellent **motivational skills** to sustain growth momentum while motivating performances.
- Proven skills in collaborating with senior management to undertake **strategic planning** to support & advance corporate goals.
- **Self-motivated** & highly skilled in seizing control of critical problem areas and delivering on customer commitments.

## Core Competencies

- **Concept Sales & Revenue Generation**
- **College and University Connect**
- **Communication & Public Speaking**
- **Customer Service & Relationship Building**
- **Team Building & Leadership**
- **Training & Sales Coaching**

## Professional Experience

NIIT Ltd., Training Specialist

July 2017 – Till Date

- Joined as a **Territory Marketing Lead** (*Jul'17 to Mar'19*).
  - Responsible for managing and driving **Sales** through the franchise & business partner teams of East and North-Eastern territory by forging a healthy relationship.
  - Nominated as a Core Team Member in Train the Trainer Group, within 3 months of joining; trained Counsellors & BDE from business partner centres, which have **increased the sales revenue to 36%**.
  - Conferred with '**Unstoppable Award**' in FY 18-19, for attaining **2.5 times Revenue Growth** in 2019 vs 2018.
- Promoted as **Regional Marketing Lead** (*Apr'19 to Sep'20*).
  - Responsible for driving **Sales, Marketing, and Business Development** through a dedicated team of 6 Sales Managers for East and Central India.
  - Responsible for Planning, implementing, and executing **Market Expansion** strategies toward attaining month-on-month sales target achievement.
  - Responsible for **Lead Generation** through Vendor Tie-Ups, College Seminars, Digital Marketing Campaigns, and other Traditional Marketing methods.
  - **Leading, Mentoring & Monitoring** the performance of the team by ensuring timely **Review** to measure the achievement percentage.
  - Achieved **112%** Revenue Growth in 2020 vs 2019 with **104%** Target Achievement in FY 2020 – 21.
- Responsible for setting up **Quality Team** for NIIT New Business: NIIT Digital (*Oct'20 to Apr'21*).
  - Design the Call Audit Parameters for the Calling Operations.
  - Performs Call Audit as per the prescribed format of quality and provides feedback to reduce error.
  - Prepares and analyses quality reports and identifies the training needs for the team.
  - Facilitates call calibration sessions to sync better between the team members and sales managers.
  - Train the Quality Team on the Call Audit parameters for NIIT Digital Inside Sales Team.
- Elevated as a **Training Specialist** for the NIIT Digital IT Sales Team *in May'21*
  - Single-handedly handling the Sales and Product Training for all New Hired IT Sales Team Members (Inside Sales and Field Sales) for NIIT Digital.
  - Responsible to **train 150+ Sales Team Members** with a 95% Training Certification ratio.
  - Responsible to drive and achieve **87% sales conversion** in the first-month post-training for these new hires.
  - Act as a Sales Coach for low performers and help them in sales closures.
  - Responsible for doing Skills Gap Analyses to identify the areas of improvement & developing individual coaching plans for the Sales team members.
  - Supporting the team as a speaker on various student connect platforms.
  - Conferred with '**Award of Excellence**' for the contribution in FY 21 - 22

**HCL TalentCare, Dy. Manager**

**Dec'15 to Dec'16**

- Successfully established tie-ups with over **250 Colleges** in Eastern India & Karnataka
- Delivered a revenue of **1.8 Cr** in the first year of operations.

**IBS Business School, Chief Manager**

**Jun'13 to Dec'15**

*Joined as Dy. Area Manager;*

*Got promoted as an Area Manager and then Chief Manager within 2 years of joining*

- Handled Sales and Business Operations across West Bengal, along with new market expansion
- Established relationship with the National test-prep centers and local coaching centers
- Initiated various student connect activities, marketing initiatives & event promotions at colleges.
- Attained business growth of **65%** within the first year.
- Awarded as the “**Best Area Manager**” consecutively for 2 years

**Birla Sun Life Insurance Co. Ltd., Branch Manager**

**Jun'12 – Jun'13**

**Bajaj Allianz Life Insurance Co. Ltd., Branch Manager**

**Jun'07 – Jun'12**

- Recruit Sales Managers and assist them in building a team of Insurance Consultants.
- Supervise the team towards target achievement and client acquisition.
- Formulate various sales training & branch level competition for continuous improvement.
- Strengthen relationships with existing customers for Up-Sales and Cross-Sales.
- Liaison with the Operations team to improve customer retention, renewal, and ensure compliance.
- Secured **1<sup>st</sup> rank in East** for new product launch in Jan'13; excelled in various competitions
- **Ranked Top 10 BMs in Pan India**, for March FY 11-12 collection & bagged International Trip (Egypt Trip).
- **Ranked No. 1 in the Region** in terms of Insurance Consultant Recruitment in FY 10-11
- Drove rigorous efforts for generating the 1<sup>st</sup> MDRT of the division in FY 11-12
- Acknowledge for achieving the highest IC activation & consistency on renewal collection for FY 11-12

## Education

- MBA, ICFAI Business School, 2007
- BE, C.V. Raman Global University, 2003

## Certification

- Certified **Career Coach** from International Certified Career Coach (ICCC).
- Certified **Digital Marketing** Professional from ‘National Institute for Entrepreneurship & Small Business Development’ (NIESBUD), Under Ministry of Skill Development & Entrepreneurship, GoI in 2017

## Personal Details

- Date of Birth: 9th Feb 1981
- Languages: English, Hindi, Bangla, Assamese, Oriya
- Interests: Travelling, TED Talks
- Address: Kolkata, West Bengal