

# SAMPLE IT SALES

## **SUMMARY OF QUALIFICATIONS**

As a Sales Director and Digital Strategist, I perform two critical roles. I develop significant new business within the Consumer Packaged Goods (CPG) industry for Americas region. While at HCL, I am leading CPG hunting portfolio for North America region. But it is my role as a Digital Strategist where I provide the greatest value by developing solutions for CMOs and CIOs of CPG clients, helping them maximize the ROI from Marketing and IT budgets. By providing a holistic approach towards digital transformation, we help clients drive growth and profitability. My consultative approach includes an assessment of each client's current level of digital adoption before developing strategies for transformation of CPG customer experience.

## **SELECTED ACCOMPLISHMENTS**

- Exceeded sales quota by 120% for past 3 fiscal years by closing multiple multimillion dollar deals across different technologies and platforms
- Managed global partnerships with partners such as Informatica, HP, SAP and IBM
- Awarded Sales Excellence Award (global level) of the year @ HCL Technologies
- Awarded Non-linear Revenue Sales Achievement Award @ Cognizant Technologies
- Signed MSA / SOW with Fortune 500 clients with \$8M TCV for HCL, building \$150M+ pipeline within one year's time
- Generated new business worth \$40 Mil+ in 2 years by winning complex, multiyear multimillion dollar IT-managed services contracts

## **PROFESSIONAL EXPERIENCE**

**HCL America, Inc**

2013 – present

**Regional Director, North America Sales – Consumer Products Group**

(Promoted from Sr. Area Sales Director)

- Responsible for P&L for large deal new customer acquisitions with \$30M quota on Consumer Goods Accounts for 3 Fortune 500 clients
- Consult with CIOs & CXOs to target their critical success factors and vendor strategies
- Manage full-cycle sales, beginning with demand creation, fulfillment, RFP response, technical deal proposal
- Member of leadership team jointly defining sales strategies, business plans and execution

**Cognizant Technologies**

2011 – 2013

**Senior Manager, North America Sales - Consumer Services Unit**

- Held \$25M P&L responsibility to develop new business for Fortune 500 telecom accounts
- Managed complete client account relationship and field sales

**Vice President, US Tech Solutions**

2009 – 2011

**Telecom & Consumer Goods Verticals**

- Led team of 2 CRMs and 3 internal sales executives to manage sales and client relationship for a \$30M portfolio
- Accountable for global delivery management, achieving revenue targets, client satisfaction and delivery industrialization

**Headstrong**

2006 – 2009

**Business Development Manager, North America Sales**

(Promoted from Product Marketing Manager)

- Sourced new accounts and managed existing accounts for North American - East territory, achieving 100% of target in 2008
- Expanded market penetration to develop account base by launching marketing campaigns

**Wipro Technologies**

2004 – 2005

**Business Analyst – Consumer Goods**

- Assisted the Global Delivery team in process improvements, Industry affiliation (Certification) and new business development
- Designed solution offerings for large projects and help sales teams and partners offer to customers and corporate sectors
- Recommend new projects and ideas to customers and the in-house application team based on the technological and consumer trends in the Indian industry in computers, telecom and consumer applications

**EDUCATION**

Indian Institute of Management  
MBA – (Marketing)

Punjab Engineering College  
BS – Electronics & Communication Engineering

Harvard Business School Leadership Program  
Stanford University Portfolio Management Program  
Robert B. Miller & Stephen Heiman “Successful Large Account Management Training”