

# MAYANK TANDON (PMP Certified)

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DOB: 3<sup>rd</sup> April 1986

## EDUCATION

M.B.A.( IT & Operations )	2013	Indian Institute of Information Technology, Allahabad ( IITA )	SGPI - 8.43 / 10 ( First Class )
B.E.(ETRX)	2008	Amrutvahini College of Engineering (University of Pune )	61.22% ( First Class )
Class XII, H.S.C.	2004	Boys' High School & College ( ISCE )	84.8%
Class X, S.S.C.	2002	Boys' High School & College ( ICSE )	84%

## PROFESSIONAL CERTIFICATIONS

- **Green belt** certification in Six Sigma from KPMG
- Diploma in **SAP Sales & Distribution module** from ERP Scholars
- **Project Management Professional ( PMP )** Certification from Project Management Institute ( PMI ), Pennsylvania, USA

## PROFESSIONAL SUMMARY

- A business professional with proven track record of **9.5 years of expertise** in managing, strategizing and devising techniques to improve business growth
- **Functional process expert** ensuring business and end user needs are aligned to deliver world-class quality solutions
- Strong **analytical and organizational abilities** with proficiency in formulating business strategies
- Responsible for **product quality, project deadlines and client satisfaction**
- Managing business development and relationship management; **spearheading account management efforts** and cost / risk analysis
- **Evolving** new lines of business through account prospecting, market analysis, and client relationships to propel business success and achieve organizational goals
- Analysing data to identify patterns and **deriving meaningful insights** to provide recommendations
- Conducting dynamic presentations targeted to key decision makers (CXO's) while **negotiating profitable contracts** and agreements in conjunction with senior management
- **Coordinating** with other departments to best align company goals and strategies
- **Motivating team members** and junior staff to exceptional performance
- Gained easy access to **decision makers** ( clients ) from different industries across various geographies

## WORK EXPERIENCE

*9 years 6 months*

### FREELANCE CONSULTANT – BLŪ

(Multiservice California based app company)

**Project Management, Sales, Business Development, Client Servicing & Research** New Delhi, Jan 2020– Present

- Managing **small and medium level projects** for BLŪ
- Helping **business to grow** by increasing their sales
- **Strategizing marketing campaigns** for business development
- Helping BLŪ by connecting them to the **right set of audience**
- **Data mining** from different social media channels like LinkedIn, Facebook, and Twitter etc.
- **Training sales team** for improving their effectiveness

## WHEEBOX

(Leading online assessment firm)

Senior Manager, Sales: *Partnership & Alliances, Account Management & Research Gurugram, Jun2018 – Jan2020*

- Established **two key accounts** as buyers of assessment products and sponsors of company events and projects
- **Subject matter expert** for the assessment products having sound knowledge of the functional capabilities
- Gathered client requirements **and responsible for defining and documenting** it
- Prepared a **marketing strategy plan** with special focus on corporate tie-ups and organizational branding
- Developed a **co-sell partner program** in line with company objectives. Enlisted eight partners for revenue generation
- Worked with the management to **plan and manage** recruitment activities for various teams
- Planned and executed **training of internal employees** as well as partners' employees
- Designed **strong after sales marketing strategy** using enhanced customer interaction to increase repeat customers
- Interviewed 60 CXO's for '**Future of Jobs**' study with **FICCI and EY**
- Managed end to end execution of '**India Skills Report**' project in association with **CII, AICTE, AIU, UNDP and PeopleStrong**. Conducted assessments of 5 Lakh candidates spread across 5200 colleges PAN India
- **Heading assessment research council and mentoring** a team of 3 sales people and 2 researchers for account identification, mapping and closure

## WEB INNOVATION HUB

(Technology Start Up)

Senior Manager, Business Development: *Business Development & Project Planning Noida, Aug 2017 – June 2018*

- Assisted in managing **international client relations** and developing performance metrics
- Initiated and established a training program for **skill enhancement** of internal employees
- **Solved numerous customer issues** and executed several critical projects with tight deadlines
- Led a team of 3 BDE's enabling them to over achieve targets increasing the **annual revenue by \$500K**
- Accelerated the website and mobile app development projects working across **cross functional teams** in designing, development and testing
- **Improved the client experience** by increased engagement leading to repeat business
- **Conducted performance evaluations** of team members to provide constructive feedback

## SOURCE SOFT SOLUTIONS

( Application Development Start Up)

Manager, Business Development: *Sales, Customer Relationship & Client Servicing Noida, May 2016 – Aug 2017*

- **Identified knowledge gaps** between India & US teams and started mentoring programs
- Integrated different geography teams leading to **increased customer engagement** and project wins
- **Conceptualized** and set -up a scalable operations system for product and service delivery
- Instrumental in **onboarding and retaining clients** ensuring enhanced customer experience
- **Exceeding revenue targets** from existing clients and managing ongoing collections from the assigned accounts

## VINOVE SOFTWARE & SERVICES

( Application Development Start Up)

Senior Sales Executive: *Pre-Sales, Business Development*

*New Delhi, Feb 2015 – April 2016*

- Explored **international markets** ( USA, EMEA, APAC ) for business development
- Worked with top management in **formulating strategies** for business growth
- Served various clients from **different industries**
- Gained easy access to the **decision makers** across various geographies

## BM CONSULTING

(Digital Marketing Start Up)

Project Coordinator: *Client Servicing, Customer Relationship Management*

*Pune, July 2013 – July 2014*

- Supervised and monitored the performance of accounts **ensuring superior customer service**
- **Planned and researched data** for generating leads and scheduled appointments
- Captured client requirement and **strategized digital marketing activities**
- **Applied email marketing, SMM, video & mobile marketing strategies** to improve business

## MILESTONE SOLUTIONS PVT. LTD.

Technical Manager: *Business Analysis, Project Implementation*

(Networking Start Up)  
Kolkata, Jan 2010 – June 2011

- Led a team of 5 diploma holders to do **feasibility study**
- Setting up **complete network infrastructure**
- Provided **technology support** to customers, delivering innovative solutions and customized services
- Wrote **project reports** and developed business cases

## VCUSTOMER SERVICES INDIA PVT. LTD.

Technical Support Engineer: *Inbound Call Handling*

(International BPO)  
Pune, Sep 2008 – Nov 2009

- Troubleshooted Linksys (subdivision of Cisco) products like **routers, gateways, access points** etc.
- Served **Europe, Middle East & African clients**
- Helped clients from initial contact to **final resolution** of their device problems over phone
- Sold new **networking products** when existing were found out of warranty

## AWARDS AND RECOGNITION

- Appreciation for **diligence towards work** at Vinove Software & Services
- Received **Champion of the quarter** award in vCustomer Services India
- Received **Star of the month** award for two months in vCustomer Services India
- MBA master project research paper got published in '**SAMIKSHA**' journal
- Appreciated by Khatri Sabha for obtaining **first class** in Electronics engineering

## OTHER PROJECTS UNDERTAKEN

Research Paper (MBA Master Project)	Ways To Increase Facebook Revenue & <b>Market Penetration</b> In India
MBA Summer Internship Project	Study on <b>Improving IT Services</b> & Employee Satisfaction at NTPC Dadri
Research Project (MBA 1st Year)	Market Survey & Analysis to find out <b>consumer expectation</b> from a particular telecom brand

## LEADERSHIP ROLES

- **Event Head** of Effervescence, the annual fest at IIIT Allahabad
- **Event Head** of Science Conclave organized by IIIT Allahabad
- **Head of training batch** in vCustomer Services India
- **President** of Electronics Engineering Students Association at AVCOE

## PERSONAL INTERESTS

- Trekking and travelling to & exploring different places, experiencing new cultures
- Enjoy playing football and watching cricket

## EXPERTISE

Sales, Sales Support, Sales Reporting, Business Development, Key Account Management, Customer Relationship Management, Partner Relationship Management, Consulting, Client Servicing, and Project Management

## COMPETENCE

MS Excel, MS PowerPoint, MS Word, Basecamp, JIRA, Fusion, Pipedrive, VTiger, FreshSales, Salesforce, Hubspot, SAP

## SKILLS

Analytical, Detail Oriented, Able to build relationships, Quick Learner, Responsible, Adaptable, Flexible, Team Player