

AMIT KUMAR SARKAR

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Present Location- Mumbai

Seeking assignment in Social Sector in Project Management, Strategy, Fund Raising / Sponsorship, Partnership Management, NGO Management with any organisation working in the Social Sector.

PROFESSIONAL SYNOPSIS

- A result oriented professional with over 20 years of experience in the areas of Strategic Planning, Institutional & Corporate Sales & Marketing, Project Lifecycle Management, Channel Management and Key Account Management.
- Experience in implementation of Social projects, Fund Raising, Process Formulation & Strategy for NGO, Impact Analysis, Monitoring & Evaluation of Social Projects.
- Hands on experience in exploring and developing new markets, appointing channel partners, brand promotion, new product launch, accelerating growth & achieving desired sales goals.
- Experience in managing projects within agreed timeframe and ensuring operational excellence.
- Adept in managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.
- Expertise in spearheading development policies for achieving business from the clients.
- Skilled in managing teams to work in sync with the corporate set parameters and motivating them for achieving individual & business goals.
- An effective communicator with good presentation and organisational skills.
- **Areas of Excellence includes:**
 - Strategic Planning
 - Fund Raising
 - Business Development
 - Project Lifecycle Management
 - Techno – Commercial Operations
 - NGO Management
 - Channel Management
 - Key Account Management
 - Team Management

CORE COMPETENCIES

Sales & Marketing / Business Development

- Managing profit centre operations with a view to achieve business (sales volume and market share) objectives.
- Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion.
- Organising promotional campaigns / technical presentations for new product development; focussing on brand establishment and market penetration.

Project Management

- Coordinating & Planning projects with different departments to ensure timely deliverables to clients.
- Monitoring project progress & take remedial action, if required and ensure no cost overrun.
- Ensuring client satisfaction by thorough understanding of client requirements and ensuring project deliverables accordingly.

Key Account Management

- Liaising and building healthy relations with Commercial Establishments and Industrial Units for achieving the business objectives.
- Building & maintaining relations with clients upto CXO level, generating business from the existing accounts, achieving profitability and sales growth.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

Social Projects & Fund Raising

- Fundraising from Individuals, Corporates & Institutions for Social Projects.
- Advocacy, Community Mobilization, Sustainability Planning, Project Lifecycle Management, Monitoring & Evaluation of Social projects.
- Impact Analysis
- Donor Relationship Management
- NGO Management & Strategy

Team Management

- Recruiting, mentoring, training and development of the field functionaries to ensure the sales and operational efficiency.
- Creating and sustaining a dynamic environment, imparting training to team members that fosters development opportunities and motivates high performance amongst team members.

Channel / Distribution Management

- Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share.
- Handling demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.

CAREER CONTOUR

Indian Development Foundation ,Mumbai: Since July,18 Head- CSR Projects

Accountabilities:

- Fund Raising for Social Projects from Corporate & other Sponsors/ Donors
- Implementation of Social Projects, Monitoring & Evaluation
- Streamlining of operations to ensure optimum utilization of resources
- Strategic Initiatives for the organization ensuring adherence to Mission/ Vision & sustainable growth for the organization .

Oracle India Private Limited ,Mumbai: March,13 – June,18 Education Sales Specialist

Accountabilities:

- Create value proposition for clients from Oracle University across all Product Lines.
- Help clients realize higher ROI on their IT investments
- Develop & grow Oracle University business in assigned set of clients with specific trust on Cloud competency.
- Increase footprint for the Line of Business in the accounts and region.

Highlights:

- Maintain Customer Relationship with key clients ensuring repeat business.
- Growth of wallet share with key clients year on year.
- Develop new market in Western region & grow business in the region.

Centum Learning Limited,Kolkata: July,10 – March-13 Group Manager- Enterprise Business Solutions

Accountabilities:

- Understanding Client needs & conceptualise Learning & Skill Development Programs for Corporate Training, Government & Institutional Customers.
- Monitoring overall revenue objective in the region.
- Project Management ensuring deliverables to clients within timelines
- Managing the entire sales cycle from Prospecting to Closure & Collection.

Highlights:

- Established the brand in the region.
- Developed business in the region from scratch.
- Penetrated new market & increased client base for the organisation.

PCS Technology Limited, Kolkata: Aug'03-June,10
Regional Sales Manager – Business Development

Accountabilities:

- Formulating IT solutions for the Educational Institutes, Government Organisations, Banks and other Institutional Customers.
- Total account management from pre-sales to collection.
- Project Management within timelines ensuring operational excellence.
- Acting as key point of contact for all business related issues in the assigned accounts.
- Overseeing the bidding, negotiating and closing large deals.
- Monitoring the overall revenue objectives in assigned territory.
- Creating, retaining & enhancing the company business in the region.
- Sustaining high level of customer relationships and guiding the sales team to achieve company goals.

Highlights:

- Facilitated strategic tie ups with Business Partners which resulted in business and profitability achievement.
- Recognised and promoted from Associate Manager to Area Manager by passing 2 levels.
- Managed complex projects ensuring client satisfaction & repeat business.

Supreme Telecommunication Limited, Kolkata: Aug'01 – Aug'03
Executive – Marketing

Accountabilities:

- Overseeing the marketing of telecom solutions to Government Organisations, Corporates and other Institutional Customers.
- Handling the bid for projects through tenders and framing the tender documents.
- Guiding client relationship management and large account management.
- Coordinating seminars / presentations to promote new technology.

Highlights:

- Significantly exceeded the sales targets.
- Key clients handled: Large Institutional Buyers like ONGC, Railways, etc.
- Holds the distinction of propagating the domain expertise of the company to OEMS for sourcing better deals from them, enhancing the company profitability and reducing competition.

TechPacific India Limited, Kolkata: Oct'00 – Mar'01
Executive – Channel Sales

Accountabilities:

- Handling the dealer management and a team of Dealers in Kolkata.
- Overseeing the monthly stock planning and making future projections.
- Determining monthly sales targets for dealers & fulfilling personal sales targets.

Highlights:

- Dexterously overachieved the sales target.
- Effectively coordinated the specialised training for the channel partners so as to motivate them and offer value proposition.

PREVIOUS ASSIGNMENT

Coates of India Limited, Kolkata

Executive – Screen Inks

July'99 – Oct'00

PROFESSIONAL ENHANCEMENTS

- Training in Fibre Optic Communication under Department of Telecommunication (DOT), Govt. of India
- Pursuing Master of Social Welfare (MSW) Degree Course.
- Experience in Project on HIV / AIDS advocacy, identification & control for migrant population across Mumbai.
- Completed a Project on Integrated Community Health & Development involving the complete cycle from formation to entrepreneurship of Self Help Groups for women, Youth Employability & Vocational Training and Development of Children.

VOLUNTEER EXPERIENCE

Food Ninja - Khannachahiye

Apr 2020 – Jun 2020

As the country went to lockdown in response to the Covid 19 pandemic, many poor needy people and daily wagers were rendered jobless without any money and food. Khannachahiye is a citizen initiative in Mumbai which was formed to provide free cooked meals to the needy people. I volunteered as a food Ninja to distribute cooked meals from community kitchen to the roadside people & slum clusters in Mumbai to help these people overcome hunger & starvation. I also catered to the travelling migrants with dry snacks, water & biscuits to help them in their journey back to their villages.



Certificate of Appreciation

We appreciate the contribution of

Amit Sarkar

in Ground Operations from March 2020 to July 2020 for
Khaana Chahiye a citizen initiative to fight hunger in the Mumbai Metropolitan
Region during the Covid-19 lockdown.

Ruben Mascarenhas
Founder &
Lead - Fundraising/Alliances

Pathik Muni
Founder
& Lead-Operations

Swaraj Shetty
Co-founder
& Lead - Digital

Anik Gadia
Co-founder
& Lead - Finance

Rakesh K Singh
Co-founder
& Managing
Trustee- BUS NGO

Shishir Joshi
Co-founder &
CEO- Project Mumbai

Neeti Goel
Co-founder
& Lead- Nutrition
& Migrant Support

Pranav Rungta
Lead - Food Operations

Mazher Ramzanali
Lead - Food Distribution

Maanoj Shah
Lead - Volunteer
Management

PROJECT MUMBAI.org
People. Purpose. Positive Change.

{LTP}

BHARAT UTTAN SANGH
Of The People For The People By The People

LB Trust

Mental Health Counsellor - Wellbeing Volunteers United

Mar 2020 – Jun 2020

During the lockdown period due to COVID 19 people had to stay back at home. It was a new way of life for all of us, something we were not used to. This often resulted in many mental issues involving individuals and family members. People were distressed regarding the economic situation, jobs, personal issues, anxiety, domestic violence etc. At Wellbeing Volunteers United, we ran helpline numbers to listen and guide people on mental issues. I was one of the counsellors in the helpline facility to guide people to cope with the present situation and any specific issue they were facing and also to arrange for professional help wherever required.



ACADEMIA

MBA (Marketing)	IISWBM, Kolkata	1999
B.Tech. (Opto Electronics)	Calcutta University	1997
B.Sc. (Physics Hons.)	St. Xavier's College, Kolkata	1994

ACADEMIC PROJECTS

- A Survey on the All India PCB (UV Cured) Market
- Design & Development of Bar Code Scanner using Universal Product Code.
- Soliton Propagation through Optical Fibre.

PERSONAL PROFILE

Date of Birth : 29th January, 1973
Address : 603, Dahisar Paradise, Kandarpada, Dahisar West, Mumbai- 400068