



SUMIT CHAKRABORTY

SALES & MARKETING / BUSINESS DEVELOPMENT

Industry Exposure: Banking / Finance

✉ bluebloodsmailbox@rediffmail.com 📞 +91-9007756108

Profile Summary

A dynamic professional with 10 years of quality experience in Sales, Risk & Compliance and Team Management. Enterprising business leader with expertise in developing strategic business plans and managing credit operations with key focus on delivering business benefits, customer delight & profitability. Demonstrated expertise in implementing strategic business plans, maintaining seamless cross-functional coordination and ensuring optimal utilization of resources. Concurrently ensured overall pipeline & revenue growth within channel and territory; engaged channels to close sales and deliver services

A top sales performer with the natural ability to identify & capitalize upon opportunities to maximize sales revenues and optimize company benefits. Keen customer centric with chronicled success in building and sustaining strong business relations ensuring healthy business relations with clients, and maintaining high customer satisfaction matrices by achieving delivery & service quality norms. Essayed a stellar role in transforming the branch to profit making centre by reducing costs and increasing revenue. An effective communicator with strong leadership, people management, training, presentation, analytical and organizational skills.

Core Competencies

Business Development

Strategic Planning

ROI Accountability

Sales & Marketing

Credit Operations

Key Account Management

Portfolio Management

New Product Launch

Team Management

Education

- **B.Com (Accounts & Finance)** from Goenka College of Commerce & Business Administration in 2011

Work Experience



Since May'20: Bajaj Finance Limited as Senior Regional Manager - Professional Loans (Direct Channel) (Grade: E07)

Sep'18 – May'20: IDFC First Bank Limited as State Head- Professional Loans (Grade - Chief Manager)

Feb'15 – Sep'18: Bajaj Finance Limited as Regional Manager Sales - Professional Loans (Direct Channel) (Grade: – E06)

Aug'11 – Feb'15: ICICI Bank Limited as Relationship Officer (Personal Loans) (Grade: SO)

Sales & Marketing

- Managing a team to generate business for loans from professionals like Doctors, CA, Architect & Engineers in Eastern India
- Overseeing lending operations including appraising proposals and conducting risk analysis
- Developing marketing plans to build consumer preference and drive volumes; evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses
- Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs and forecasts

- Monitoring monthly new product launch results and recommending action for addressing any forecasted variances to volume budget
- Deploying suitable market research tools to gauge market trends and competitor activities to gain the competitive edge on the market

Business Development

- Managing marketing functions like product planning & roadmaps, consultation and business development
- Conducting competitor analysis by keeping abreast of market trends and competitor's moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets

Client Relationship Management

- Managing customer centric banking operations & ensuring customer satisfaction by achieving delivery & service quality norms
- Ensuring that highest service standards are maintained for servicing of clients & maintaining minimum TAT

Team Management

- Leading, training & monitoring the performance of team members to ensure efficiency in banking operations and meeting of individual & group targets
- Maintaining a healthy & learning environment ensuring creative & operational development of the employees

Awards & Recognitions

- Qualified for foreign trips to Dubai, Sri Lanka, Bali, Singapore & London
- Successfully qualified for House of Lords for 2 consecutive years
- Qualified for "Hero of The Moment"



Training

- Leader Manager Training from "Merrill Lynch"



Personal Details

Date of Birth: 24/09/1990

Languages Known: English, Hindi & Bengali

Address: WB/3 Niva Park Phase- 4, 669 Brahmapur, Kolkata- 700096

LinkedIn: LinkedIn: <http://linkedin.com/in/sumit-chakraborty-82481888>