

# RAGHAV CHOUDARY

Sector Head - Institutional Business

## PROFESSIONAL SUMMARY

Distinguished professional, recognized for unparalleled mastery in government and institutional sales, where accomplishments speak volumes. A results-driven strategist with 15+ years of expertise, consistently orchestrating substantial revenue spikes through shrewd client acquisition and the artful cultivation of strategic relationships. Accountable for envisioning, championing, and executing Public-Private Partnerships across diverse central and state-level infrastructure initiatives. Renowned for navigating and dominating complex procurement terrains, displaying an innate ability to discern lucrative opportunities and deliver bespoke solutions tailored to the exacting demands of government and institutional clients. Unyielding commitment to not just meeting but surpassing sales targets, underscored by a talent for forging enduring partnerships and providing consultative value that sets benchmarks.

## CORE COMPETENCIES

**Signature Skills:** B2B Sales Management | GeM Portals | Tender Management | Tender bidding | Tender renewals | Strategic Management | Sales Strategy Development and Execution | Market Research and Analysis | Client Acquisition | Lead Generation | Sales Funnel

**Operational Skills:** Business Development & Growth | Strategic Alliances | Team Management | Contract Negotiation | Inventory Planning | Market Expansion | Project Impact Assessment | Strategic Closures | Sales Target Achievement

**Functional Skills:** Key Account Management | Profit and Loss (P&L) Accountability | Relationship Building and Partnership Development | Training and Employee Development | Client Engagement | Value Selling | Competency Development

**Personal Attributes:** Critical Thinking | Problem Solving | Team Collaboration | Communication | Flexible | Team Player | Diligent & Organised | Interpersonal Skills | Leadership

**Tools:** Microsoft Office 365, Google Studio

## KEY CLIENTS

Airport Authority of India ( GMR/GVK ), Indian Railways, Amazon, Infosys, Mindtree, Tata Motors, ITC, Ministry of Defence - Assam Rifles, MOD HQ, Indian Railways CPWD - PMO/PMH/ VP House/ Hyderabad House, Directorate of Education - Delhi Govt, Directorate of Education - AP Govt, State Tourisms, Municipal Corporations, PSUs - Maharatna and Navratna Companies.

## PROJECTS HANDLED

- Indira Gandhi International and Mumbai International Airport (Transformation from AAI to Pvt Handlers) cleaning solutions.
- Initiated business through Government E Marketplace in Diversey.
- Transformation of Govt Schools in AP Govt by introducing sanitization and best cleaning services, net business impact of 110 Million.
- Introduction of Diversey brand in Directorate of Education in State Govt Schools of Delhi.
- Liaison between Rotary Club of India and State Govt Schools for best cleaning practices.

# WORK EXPERIENCE

**Diversey India Hygiene Pvt Ltd, New Delhi, India | Mar 2014 - Present**

*Recruited as a Territory Manager and advanced to the role of Sector Head - Institutional Business through a remarkable performance trajectory.*

## **Designation Chronology:**

**Sector Head - Institutional Business(Corporate, Government,Industry & Education) June 2023 - Present**

**Sector Head - Government Business, Jan 2021 - May 2023**

**Senior Key Account Manager, April 2019 - Jan 2021**

**Regional Key Account Manager, Jan 2017 - Mar 2019**

**Senior Territory Manager - Infrastructure Business, June 2016 - Dec 2016**

**Territory Manager, March 2014 - May 2016**

## **Responsibilities as a Sector Head - Institutional Business & Sector Head - Government Business**

- Spearheaded Institutional Business as Sector Head, delivering heightened client exposure by strategically managing 8 Key Account Managers across diverse locations and sectors.
- Oversaw a multifaceted portfolio exceeding 100 crores, driving profitability, fostering business growth, and cultivating a positive team culture. Conducted targeted training for the operations team, enhancing their capabilities and responsibilities while ensuring robust employee retention.
- Crafted and executed a forward-thinking Institutional sales strategy, achieving revenue targets and optimizing market share parameters.
- Conducted comprehensive market research and competitor analysis, aligning sales strategies with emerging trends and opportunities.
- Negotiated and finalized contracts, pricing, and terms of agreements with clients, emphasizing mutual satisfaction and maximizing profitability.
- Championed continuous monitoring of sales performance, analyzed data, and generated detailed reports for management, providing valuable insights into achievements, challenges, and strategic recommendations.
- Led inventory planning initiatives, meticulously optimizing profitability, and played a pivotal role in conceptualizing proactive proposals, taking the lead in submissions to ensure the seamless progression of strategic initiatives.
- Drove a comprehensive business approach, assuming responsibility for team leadership, client relations, market analysis, and strategic planning to ensure overarching business success.
- Drove transformative strategies and spearheaded product innovation, development, and sales initiatives as Sector Head for Government Business, assuming accountability for Profit and Loss (P&L) responsibilities.
- Oversaw the expansion of the government sector portfolios, orchestrating nationwide business growth initiatives. Formed a strategic alliance with the Andhra government, leaving a lasting impact by elevating the cleaning and hygiene standards of 7000 government schools through impactful projects.
- Played a key role in crafting high-impact strategies, collaborating seamlessly with teams to understand intricate requirements. Executed extensive travel to diverse territories, actively participating in client acquisition endeavours to propel business expansion.
- Assumed responsibility for aligning zonal operational teams and the sector team, ensuring a harmonious collaboration towards a unified objective. The role encapsulated not just strategic vision but also hands-on implementation for tangible, results-driven success.
- Lead the expedited acquisition of mandates and regulatory approvals in the Infrastructure and hygiene sector, while concurrently spearheading proactive involvement in shaping future policies and offering strategic insights to enhance the formulation process.
- Establish and maintain effective liaisons with stakeholders, demonstrating adept communication skills, while proactively following up on pending files and clearances to ensure streamlined processes and optimal outcomes.

## **Responsibilities as a Senior Key Account Manager- Eastern India**

- Spearheaded overall growth and profitability as a Senior Key Account Manager, overseeing the strategic development of the sector within the region.
- Managed National accounts with a focus on driving substantial growth, ensuring effective implementation of practices to build and sustain a thriving business.
- Drive the creation of meticulously researched representations and proposals, showcasing a commitment to delivering impactful and well-informed documents.
- Demonstrated leadership by actively traveling to various parts of the country, collaborating with peers pan India, and imparting insights to enhance business practices and foster sustainable growth.
- Collaborated seamlessly with cross-functional teams, including marketing, product, and technical units, ensuring a harmonious alignment between customer needs and product offerings.

## **Responsibilities as a Regional Key Account Manager**

- Directed strategic initiatives as Regional Key Account Manager for East India, overseeing a diverse region, encompassing the Seven Sister States, West Bengal, Bihar, Jharkhand, and Orissa.
- Led a team of 9 Territory Managers in business closures, offering strategic guidance for enhanced sales performance, identifying new business opportunities, fostering relationships with key government stakeholders, and driving proactive strategies for untapped market penetration and substantial business growth in the Eastern region.
- Orchestrated impactful reviews, discussions, and budget planning sessions to empower territory managers in achieving ambitious targets.
- Executed pivotal national strategies like securing tender mandates and ensuring favorable business outcomes, while meticulously obtaining product approvals and adeptly managing competitive landscapes.
- Maintained a razor-sharp focus on exceeding sales targets and fostering a collaborative environment, contributing to the dynamic success of the Eastern India market.

## Responsibilities as a Territory Manager & Senior Territory Manager

- Spearheaded government business as a Territory Manager in the Delhi region, successfully managing both new and existing clients.
- Achieved an impressive business growth, scaling from Rs. 330 lakhs to a robust Rs. 9 crore, showcasing exceptional strategic acumen.
- Orchestrated the management of institutional business for the region, overseeing diverse sectors such as institutions, government and semi-government organizations, public sector universities, defense, and other ministries.
- Proactively engaged with government bodies to integrate products into RFQs, securing sales through third-party execution partners, exemplifying adept negotiation and persuasion skills.
- Championed market expansion initiatives by identifying lucrative business opportunities and formulating robust go-to-market strategies.
- Actively contributed to lead generation efforts and successfully acquired new clients through a multifaceted approach, significantly enhancing overall business growth and market penetration.
- Instrumental in driving lead generation initiatives and successfully acquiring new clients through various channels, contributing significantly to the overall business growth and market penetration.

## EARLY CAREER

Key Account Manager,

**Metro cash & carry India Private Limited, New Delhi, India**

*Nov 2011 - Mar 2014*

Associate - Key Accounts,

**Office Depot - Reliance Supply Solutions Private Limited, New Delhi, India**

*Apr 2010 - Nov 2011*

## EDUCATION

PGDM, Retail Management & Marketing

**Institute of Management and Information Science, 2010**

Bachelor of Commerce, Accountancy Honors

**Vidyasagar University, 2007**

## AWARDS & RECOGNITIONS

- Special Project Award, Feb 2022, Nov 2023
- Sales Warrior Award, Feb 2016
- Recognized as the Sales Warrior Of 2015.
- Best New Comer Award in Indian Subcontinent, Feb 2015
- National Best Consultant Award, Dec 2013
- Individual Excellence Award, Jan 2013

## TRAININGS & CERTIFICATIONS

- Professional selling skills by Miller Heiman
- Effective leadership Program
- Certification on Interactive Dashboard

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