

REGIONAL SALES MANAGER

Dynamic result-oriented Sales leader with experience in Sales, Leadership and Account Management with multimillion dollar quota success. Demonstrated Sales and leadership experience with a proven track record of increasing market share and revenue streams. Experienced in hiring, coaching and leading a team of high performing sales teams. Strong business acumen with Demonstrated experience and success managing C-level with outstanding persuasion, negotiation along with verbal and written communication skills. Proficient and experienced in Salesforce and all Microsoft Office applications. Experience using data to drive business outcomes and have informed business decisions. A Vibrant Team player and an experienced Leader managing 20+ Account executives.

Achievements

- **President Club Winner -2022 and 2023** at Bell Canada
- Credited and rewarded for developing and implementing meaningful dashboards as Inbound Customer service Manager at Bell which increased Fizz back score by 23%
- Spearheaded Corporate Business department at Prairie mobile Communications and maintained 250+ business accounts and increased 20% new sales revenues YTD
- Ranked a s#1 RAM at Philips Electrolux for 5 consecutive times for highest producing accounts for quarter with a nual sales of \$3 Million across country.
- **Excellence Club Winner** for acquiring 93% of "highest revenue generating" (ARPU) customers in Aircel.

PROFESSIONAL EXPERIENCE

**Bell Canada, Kitchener, Southwest Ontario,
Area Manager**

October 2021 -Present

Led sales initiatives for the Small and Medium Business (SMB) segment, specializing in delivering tailored telecommunications solutions that drive client success and revenue growth. Focused on building strong client relationships, optimizing team performance, and executing strategic sales plans to meet and exceed organizational targets.

- Led a team of 2 Vendor managers, 28 sales representatives in the South Western Ontario generating revenue of CAD \$1.5 M YOY
- Designed and implemented territory sales strategies to drive SMB acquisition and increase market share across Southwestern Ontario.
- Collaborated cross-functionally with internal teams—including Marketing, Product, and Pricing—to align sales efforts with company objectives and optimize service offerings for SMB clients.
- Conducted ongoing training, coaching, and performance reviews to elevate the skills and productivity of the sales team, ensuring alignment with quarterly and annual sales targets.
- Leveraged data-driven insights to identify market opportunities, optimize team deployment, and refine value propositions tailored to SMB client needs

Sales Manager, Toronto, Ontario

April 2019- October 2021

On boarding, coaching and mentoring of team members off and on field and retaining talent while nurturing potential. Designed and executed Go to Market strategies driving Sustainable Y/Y market share growth through strategic leadership and Vendor management.

- Established and maintained strong relationships with key decision makers to maximize growth

Corporate Account Manager

Developed a dedicated territory of accounts in the province with the intention to increase revenues and leverage growth opportunities in existing corporate clients. Spearheaded the business department with owning a responsibility of full sales cycle by adding SMB customers to the portfolio while providing a tailored solution.

- Maintained over 250 business accounts including City of Regina and penetrated 20% new sales revenues with a total of \$1.5 MYTD.
- Initiated and implemented CRM tool for business customers which helped to increase the customer satisfaction score by 26% and reducing churn by 18%.
- Cultivated and maintained strong relationships with key clients, leading to a 40% increase in repeat business.

FLTC, Authorized Bell Store, Saskatchewan, Canada**Store Manager****December 2016 - September 2017**

- Planned, directed and evaluated the operation of the store along with handling customer queries.
- Achieved store's revenue goals on a monthly, quarterly & yearly basis.
- Recruiting, trained, supervised and appraised staff.
- Maximizing profitability and setting/meeting sales targets, along with motivating staff to do so.

Philips Electrolux Electronics Limited, India.**August 2013 – September 2016****Regional Account Manager**

Managed Big-box National retail accounts in the territory and actively contributed to the development of core business strategies which drove sustainable profitable growth and increased sales in LEDs, Refrigerators, Washing Machines, Air conditioners and Microwaves segments. Established strong relationships with assigned stores and optimized distribution of all new and existing products to manage all aspects of the business cycle including sell-in, promotional planning, merchandising, retail dynamics and sell-out.

- Drove market share and maintained strategic direction of the business plan to drive positive business contribution. by developing and executing business plans, ensuring effective coverage of assigned Multi-brand retail stores.
- Recruited, Managed, trained and motivated the sales associates at all assigned Stores and gained Market share at every retail store assigned.
- Developed and established strategic partnership with assigned store management and sales rep's to further expand and penetrate the range of products into assigned stores.

ADDITIONAL RELEVANT EXPERIENCE

Aircel India Ltd
Area Manager Sales

Virgin Mobile India
Area Manager

Vodafone India
Channel Sales Manager

EDUCATION

Data Analytics
Brain Station, Toronto, Ontario

MBA Marketing Management
Sardar Patel University, India.