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# DEEPAK JOSEY

## Senior Sales Strategist – Aviation & Telecom

(Date)

(Name of Hiring Manager, Title)

(Name of Company)

Dear (Mr. or Ms.)(Last Name):

I am known for entrepreneurial vision and translating vision into revenue generation and productivity, thriving in a diverse and fast-paced executive environment. I am very keen to apply for the position of (name of position) as advertised in the (newspaper, website etc.). As Senior Sales Strategist, I substantially drive revenue growth by utilizing my expertise in process improvement, new business development, product expansion, and revenue enhancement strategies. I am confident that my application of these and my many other qualifications would be an asset to your company.

If you are in search of a (position) with turnaround strategy, corporate vision, and operational integrity, then I strongly suggest we meet to discuss the benefits and return on investment I can bring to (Company Name). I have included a small sample of the profound impact I can bring to your organization:

- Record of generating INR 1200 Crs of revenue.
- Improved Channel share from 11% to 18% over the past 2 years.
- Spiked revenues to INR 750 Crs bottom-line and INR 40 Crs to top-line by strategically penetrating the retail market.
- Generated INR 35 Crs revenue through BTL activities and campaigns recognized as one among the best initiatives in the organization.
- Bolstered INR 50 Crs revenue in excess annually by introducing strategic measures of doubling travel agent base contributions.

I believe that my expertise would be a good match for (name of company), and I would greatly appreciate the opportunity to meet with you to further discuss my qualifications. I have enclosed my résumé, which further details my professional achievements. I will follow up with you (mention a date) at (time) to schedule an appointment to discuss my interest in working for your company and the fresh approach I would bring to the position. I appreciate your consideration and thank you for your time.

Sincerely,

DEEPAK JOSEY



## PROFILE

Senior Sales Strategist, offering 15 years of experience as a Strategic Senior Sales Leader with talent for nurturing high performance, multi-functional revenue generating teams, with an inherent personal trait of delivering results in collapsed time frames. Has Multi Industry experience in both B2C & B2B spaces, with a strong background in Category Management, Channel Sales, Distribution and Key Accounts Management, whilst specializing in new business development and major market expansions. Proven track record of turning around businesses by scaling up operations and growing revenues multi-fold, backed by a tight focus on costs. Building market shares based on Innovation and new to industry practices has been a key trait that has always been recognized. Communicate a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members. Cultivate excellent relationships with new prospects and existing customers. Recognized as thorough leader by all 200+ team members who are consistently nurtured and groomed to become high revenue driven professionals.

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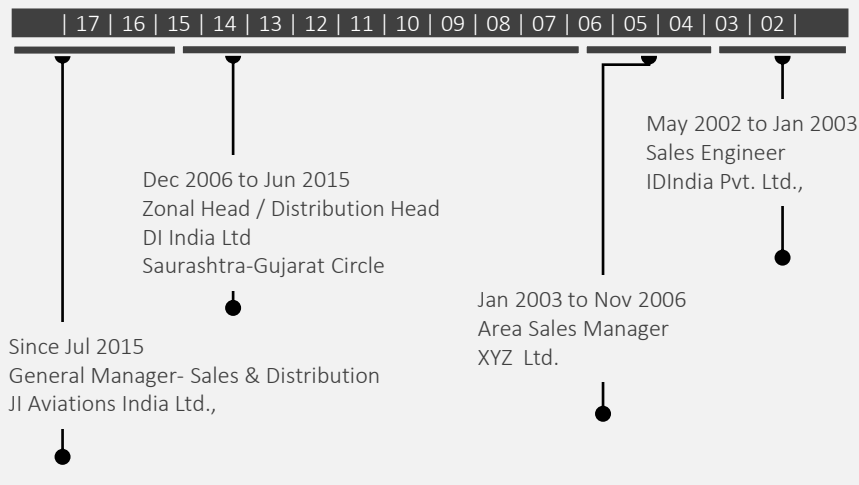
# DEEPAK JOSEY

## Senior Sales Strategist – Aviation & Telecom

### AREAS OF FOCUS:

- Strategic Planning & Execution
- New Business Acquisition
- Rural Market
- B2B & B2C Business Expansion
- Retail Penetration
- Corporate Business Acquisition
- P&L Management
- Margin and Revenue Growth
- Market Analysis & Research
- Multifunction Team Management
- Strategic Alliance
- Sales Channel Distribution
- Geographical Expansion
- Brand Management
- Market Analysis
- Key Accounts Management

### WORK EXPERIENCE:



### AWARDS:

JI Aviations India Ltd:

- Best Region for AMJ - 2017
- Highest growth vertical - 2016-17
- High Flyer Award exclusive for Retail Channel Partners – 2016
- Go Star channel engagement program Award – 2015

DI:

- Strike Force Winner Award for Best Zonal Head – Pan India Ranking - 4 - 2011-2012
- Employee of the year – 2010 – 2011 – 2012
- Best Zone of the year Award - 2011-2012
- Best Zone Award for West Region twice - 2012 (QOND) & 2011 (Q-AMJ)
- Best Overall Zone Award - 2011 & 2012 (Q-OND)
- Best Distribution Circle Award - 2014 (Q-JFM) & Q-(AMJ)
- Megastar for 2nd Quarter, Maharashtra - 2008
- Megastar for 4th Quarter, Maharashtra - 2009
- IMAD award ( I made a Difference ) for MP & CG - 2010
- Circle Combat Winner in 2009 - 2010
- Runner up in West Region as Region Star – West (JAS Quarter 2011)
- Best Distribution Circle in West –(AMJ Quarter 2011)

XYZ Ltd:

- Best Zonal Lead Award - 2004
- Employee of the Year - 2004-05

## ACADEMICS



2008: Executive MBA (Marketing) from Symbiosis Institute of Business Management, Pune

2002: BE (Instrumentation Engineering) from PDVVP College of Engineering, Ahmednagar, University of Pune

1999: Diploma in Engineering from BTE, Mumbai Board

## CURRENT REVENUE CONTRIBUTIONS

Record of generating INR 1200 Crs of revenue.

Designed and implemented Channel Expansion efforts through "Project Vistaar", resulting in 2X increase in channel partner base in 2016-17, contributing to incremental INR 54 Crs in 2016-17.

Launched new SME product which has grown over 100% YOY.

Improved Channel share from 11% to 18% over the past 2 years.

Spiked revenues to INR 750 Crs bottom-line and INR 40 Crs to top-line by strategically penetrating the retail market.

Generated INR 35 Crs revenue through BTL activities and campaigns recognized as one among the best initiatives in the organization.

Bolstered INR 50 Crs revenue in excess annually by introducing strategic measures of doubling travel agent base contributions.

Doubled channel based revenue (+30% revenue which on year on year)

Strategic conceptualization and launch of Hi-flier (Loyalty & Incentive Program) for Travel agents which helped to increase channel contribution from 11% to 18% from 2015 to 2017.

## CURRENT VALUE ADD INITIATIVES:

JI Aviations

- Spearhead B2B, B2C, Travel Management Companies & Retail channel in the Western Region.
- Strategic initiatives to roll out new flights for domestic and international regions.
- Ensure competitive loads factor and profitability for all routes.
- Ensure Profitability at a regional level by improving load factor & average fare from time to time.
- Ensure healthy channel mix to avoid business spillover from one vertical to another.
- Launch of Go-Star - Reward and Recognition Program for Channel Partners.
- Launch of new PSS system – Navitaire
- Automation of channel payout process.
- Improve overall Load factor and profitability across network.

## PAST INITIATIVES:

DI

- Spearheaded revenue of INR 750 Crores consistently adding a 12% increase as YOY growth.
- Boosted revenue from INR 1,600 Crs to INR 1,825 Crs per annum during the FY 2014 – 2015.
- Enhanced incremental customer market share across towns from 18% to 23% in line with the DPL norms; increased distribution width and depth through customer base sales automation.
- Designed and implemented strategic market penetrations retail market campaigns in the rural markets with less than 500 people as population, and steered efforts towards providing data coverage across all 1 lakh pop strata towns.
- Structured a robust rural and urban distribution model in MP & UP; enlarged retail network by launching sites in COI and new towns in alignment with the DPL guidelines
- Established cluster methodology and reduced LUTs (Low Utilized Sites) from 900 to 650 reducing it further to 200 in 2014 – 2015, elevating SAC (sales against cost) ratio.

### Zonal Business Head – Jabalpur Zone

- Generated revenue from INR 90 Crores to INR 185 Crores and incremental market share from 12% to 19% within the short span of 1 year in 2012-2013

### Zonal Business Head – Gwalior Zone

- Raised revenue from INR 40 Cr to INR 75 Cr per annum and incremental market share from 17% to 23% within 1 year; ramped up market position from No. 4 to No.1 for the area
- Strategized and completed strong urban and rural distribution plans; focused on channel partner engagement, network roll outs and employee engagement

### Distribution Head – MP & CG Circle

- Propelled and performed multiple retail engagement programs such as Score Kya Hain in MP; upgraded incremental market share from 6% to 15%
- Headed distribution expansion measures, resulting in recognition as the top 3 market leader.

### Deputy Manager – Sales Deployment (Maharashtra & Goa)

- Optimized sales training programs reducing training cost from INR 3 lakh per month to INR 0.45 lakh per month by hiring in-house trainers, and facilitating a sales academy in Pune focusing on sales and cross-functional trainings.

### Assistant Manager – Marketing (Maharashtra & Goa)

- Recorded INR 1.45 Crs as revenue in Goa (Once considered as a sick unit with very low returns recording INR 15 Lks) as revenue month on month within 6 months of systematic procedure and strategy change.

## RELIANCE

- Launched company rural retail outlets in Maharashtra and Goa in 2003
- Spearheaded the launch of the 1st store in Baramati
- Steered sales efforts on COCO and DODO models across product categories of prepaid, postpaid, broadband, PCO and VAS.
- Roped in multiple channel partners and retail chain of outlets pan India as effort to create a 2<sup>nd</sup> line of revenue.
- Designed and developed packages based on market intelligence reports analyzing churn and activation data.