

# ARVIND SOHAL

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**Post Graduate in Computers with 15 years of experience in Business Development, Lead Generation and Project Management for international/domestic clients**

**Key Expertise:** Business Development | Project Management | Lead Generation  
| Client Support | | Marketing & Brand Promotion

## Career Profile

**Regional Business Operations Head-Chandigarh Region – NextGen Solutions  
(Channel Partner of Miracle Technologies Pvt. Ltd., Noida)**

(April 2016 – Till Date) *Integrated IoT & Surveillance Technology Services*

**Clients: Manufacturers, Institutes/Schools, Government Offices & Factories**

## Responsibilities:

- Develop and execute regional marketing strategies in line with corporate office
- Monitor all marketing campaigns and improve them when necessary
- Develop and implement a cohesive marketing plan to increase brand awareness
- Set aggressive goals for marketing initiatives, prepare proposals, deliver presentations and negotiate on price
- Provide guidance and ideas to organize effective marketing events
- Prepare presentations, marketing collateral, data sheets and abstracts
- Reviewing and interpreting the product/competition after analysis of market information to prioritize and fine-tune marketing strategies
- Serve as the lead point of contact for all customer account management matters
- Leverage personal and company contracts and build a pipeline
- Maintain and nurture relations with the clients for future growth
- Identify strategic partners and new distribution channels
- Assist with challenging client requests or issue escalations as needed
- Internal management and planning of multiple projects with cross-functional teams
- Resolving queries with the client, process improvement and taking ownership of every aspect of the project
- Span of control – Team of 20 members with 3 Team Leads
- Prepare and share regular reports of progress and forecasts to internal and external stakeholders
- Analyze weekly reports and take corrective actions in case of deviations on project deliveries

**BDM-Inside Sales – Grazitti Interactive, Panchkula**

(October 2015 – March 2016) *Digital Marketing/Sales & Marketing Automation*

**Clients: US, UK, Singapore & Australia based Companies**

## Responsibilities:

- Generate leads and create pipeline via relationship building with clients (including cross-sales/up-sales)
- Prepare proposals for sales and marketing automation solutions (SalesForce/Marketo), deliver presentations and negotiate on pricing
- Capture customer's requirements and translate them into software/product for the development team

**BDM - NextGen Printing Solutions, Delhi**  
(October 2006 – September 2015) *Brand Development & Promotional Services*  
**Clients: MNCs, Institutions, Builders, Manufacturers and Exporters**

**Responsibilities:**

- Generate leads via direct reference/interaction, cold-calling, freelance portals, emailers, Google/SEO/SMM and by attending campaigns/conferences/exhibitions
- Prepare proposals, deliver presentations and negotiate on price
- Capture the customer's brand promotional requirements and translate them into product requirement(s) for the development/production team
- Design and develop marketing concepts and brand promotion kits
- Manage cross-functional teams with total strength of 32 members
- Participate in the pre-sales process
- Attend meetings with prospective clients to determine their requirements
- Ensure that all necessary information is collated prior to proposing a solution
- Preparing responses to RFIs/RFPs, conducting product demos etc.
- Define the project scope for estimation and costing to prepare bids/proposals
- Ensure that the solution suggested is commercially viable and competitive
- Understand technical requirements during meetings with prospects

**Associate Project Manager, TechBooks International, New Delhi**  
(March 2005 – September 2006) *Content Transformation Services*  
**Client: Springer, TATA-McGraw Hills & Blackwell Publishing, US, UK, The Netherlands**

**Responsibilities:**

- Manage productivity, quality and schedule of projects
- Transition of multiple projects and design overall work-flow and documentation
- Involved in executing the organizational decisions taken by the top management
- Manage 4 Team Leads who kept track of 80+ team members
- Arranging weekly calls with US, UK and The Netherlands clients for progress review

**Achievements:**

- Received appreciation from many clients for demonstrating project management skills
- Cited by many authors in their books in "Acknowledgement" section (Publisher: Springer-US)
- Received cash incentive for meeting and exceeding half-yearly SLAs for December 2005
- Successfully executed 250+ Projects (Books) while maintaining schedule fidelity

**Process Associate – Xansa India Ltd., Noida**  
(April, 2003 – February, 2005) *International IT & BPO Solutions*  
**Client: Thames Water (UK)**

**Responsibilities:**

- Troubleshooting and resolving billing problems of UK based customers
- Planning and allocating work to associates and performing quality checks
- Training new team members and solving internal queries of associates
- Management of Disaster Management team

**Achievements:**

- Awarded Certificate of Commendation for suggesting changes that resulted in improved quality and extra earning
- Took sales initiatives which resulted in additional revenues of approximately £19,000

- Received appreciation for providing on-job training to 12 employees

***Executive-Customer Service – IEnergizer, Noida***  
(November 2001 – April 2003) *BPO with strong presence in US*  
**Clients: EA Games, Pogo Games (US)**

**Responsibilities:**

- Allocating work to other associates
- Making shift plans and perform quality checks
- Interact with customers directly through calls and Emails to resolve their queries
- Developing and training new associates

***Data Analyst – Innodata India, Noida***  
(September 1999 – October 2001) *Data Processing*  
**Client: Law Office Information Systems (LOIS-US)**

**Responsibilities:**

- Processing of law books to convert them to internet readable files using XML programming
- Interacting with Philippines based client and sharing reports and reviews with team
- Training of new employees and process improvement

**EDUCATIONAL QUALIFICATIONS**

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- ⇒ **Advanced Diploma in Computer Application**
- ⇒ **Bachelor of Computer Application**
- ⇒ **One Year Diploma in Network Centered Computing from NIIT**

**(ARVIND SOHAL)**