



## **MAKRAND ANANT PENDSE**

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### **CAREER OBJECTIVE**

Seeking a position as Regional Head/ Territory Manager/ Sales Manager to use my experience for the better growth & profitability of the firm.

### **PERSONAL QUALITIES**

- Possess effective Communication skills, Interpersonal skills with people management skills.
- Strong analytical & problem solving mind in critical business situations in proactive manner.
- Highly positive Attitude, Co-operative, Team player & Adaptable to demanding situations.
- High learnability to pickup & run new strategies & planning confidently & confidentially.

### **CORE COMPETENCIES**

- Framing work direction and plan for the associates after thorough assessment of their capabilities
- Setting up targets, setting and maintaining CTQ (Critical to Quality) / CTP (Critical to Process) targets and involved in planning for the process
- Creative, forward & conceptual thinking for excellent decision making and client service
- Ability to work under high level of stress marching & directing towards result orientation

### **EMPLOYMENT DETAILS:**

**EasyTech Innovations Pvt. Ltd., Mumbai**

**Dec. 2017 – Till Date**

**Designation: Regional Head (Business & Operations).**

#### **Key Result Areas**

##### **Business Development & Operations:**

- Managing & driving marketing activities, customer acquisition in market for generating customer leads for smooth business growth.
- Shortlist avenues of future growth and zero in on effective channels through structured data-driven experimentation.
- Work closely with cross-functional vertical leaders in the formulation and execution of sales strategy, identify areas of improvement and implement effective solutions
- Maintain all related MIS records, accounts details, yearly statements & business records.

##### **Relationship Management:**

- Maintain long term relations with all Institutions & Organizations with Management team for better development of future products as per Institutions requirement.
- Participate in-house events & business fairs to engage with related community.
- Develop a growth strategy focused both on financial gain and customer satisfaction
- To speak with different end users, institutions and other professionals for feedback.

##### **Team Management:**

- Train & Develop Sales Team & define career growth path, Accountable for insuring successors & key positions for better business objectives of the organization.
- Regular monitoring sales team along with operation team to serve with best of the services to esteem customers.

**Muthoot Group, Mumbai & Nashik**

**March 2013 – June 2017**

**Designation: Branch Manager (Branch Business & Operations).**

**Key Result Areas**

**Business Development & Branch Operations:**

- Responsible for planning & execution of branch sales target Vs achievement
- Managing & driving marketing activities, customer acquisition in market for generating customer leads for smooth business growth
- Updating procedures to keep in line with product & policy guidelines from time to time.
- Plan, organize & implement strategies by conducting products presentation to continues & secure business
- Manage quarterly & yearly budget analysis to increase profitability of the branch
- Products deal with Money Transfer, Forex, Demat & NCD investments, Gold Loan, Housing Loan, Life Insurance, General Insurance, etc.

**Relationship Management:**

- Maintain & manage cordial relationship with stake holders through client servicing
- Review the feedback from team, study of market conditions & reports from internal departments
- Maintain long term relationship with HNI customers & regular investors to upgrade the performance of the branch

**Team Management:**

- Train & develop branch staff to achieve business targets & ensure zero delinquency & compliance with audit norms
- Supporting staffing needs for branch operations, business development & frontline sales
- Monitor portfolio performance for cross sale achievement in other products by team members
- Monitor performance parameters regularly to take remedial for Preparing MIS reports
- Anticipate problem & opportunities and make timely & appropriate decisions & train sales

**NIFE (National Inst. For Fire & Safety Engineering)**

**Feb. 2010 – Feb 2013**

**Designation: Center Manager Operations & Business Development for Borivli, Thane & Kalyan**

**Key Result Areas**

**Center Operations**

- Overall in charge of Branch activities, back office, admin work & operations of 3 centers.
- Managing Time Table & Maintaining discipline & decorum at the center.
- Mention coordination between center, head office, faculties, students & lecture scheduling
- Participate in cross functional teams as needed to accomplish institute objectives
- Making center reports , MIS, Updating databases on regular basis for all 3 center's
- Monitor portfolio performance for cross sale achievement in other products by team members
- Ensuring a smooth and harmonious working relationship between teachers, Students & Parent
- Ensure the Office Administration viz. Time Office, House Keeping, Maintenance, Bills Payment, Petty Cash, Record keeping, etc. properly maintained.

**Business Development**

- Perform corporate training programs in different industries & organizational level.
- Monitoring and correcting process & system to reduce TATS & enhance customer experience
- Taking initiative with sales & Marketing teams to increase footfall, database for conversion
- Participate in educational in-house events & students fairs to engage with student community
- Support and plan for improvement in admission rates by supporting and helping in various sales & marketing activities.

**Jeevandeep Publications Pvt. Ltd., (School Educational Publication) Oct. 2004 – Feb. 2010**  
**Designation: Asst. Manager Business Development & Operations, Mumbai, Thane & Raigad**

**Key Result Areas**

**Business Development & Operations**

- Maintain long term relations with all Institutions & Management people for better development & future products & publications of our organization in future.
- Train & induct the sales & marketing team for better business objectives of the organization
- Interact with institution staff, managements for new schemes, offers & updates as per requirement
- Participate in educational in-house events & students fairs to engage with student community
- Arrange school seminars, events & activities to develop our products base
- To speak with different end users, institutions and other professionals for feedback
- Maintain all related records, accounts details, yearly statements & business records.

**BUSINESS POINT, (Thane, Mumbai)**

**Aug. 1997 to Aug. 2004**

**Designation: Customer Relation Manager.**

**Key Result Areas**

**Customer Relation Manager**

- Start Job as a coordinator in Customers & Organization
- Get feedback from customers regarding our products
- Made reports Product Wise & forward it to head office
- Communicate with departments for 100% customer satisfaction.
- Handling Customers Grievances & try to settle it at root level
- Get Promoted as Customer Relationship Manager in April 2000
- Team handling experience of 7-8 employees.

**ACADEMIC DETAILS**

PGDBA	Prin. L. N. Welingkars Inst. of Management, Mumbai.	2013
ADCSSAA	V. P. M. Polytechnic, Thane (Computer Diploma)	1998
B. Sc. Graduation	D. N. S. College, Thane, Mumbai University	1997
H.S.C.	D. N. S. College, Thane, Mumbai Board	1993
S.S.C.	New English School, Thane, Mumbai Board	1991

**OTHER TECHNICAL QUALIFICATION:**

SAP: Completed SAP application training of basic level while performing Job.  
MS OFFICE: Completed Advance Excel 2010 training program while performing Job.

**ACHIEVEMENT**

- Exceeding targets or key performance indicators consistently
- Reorganized a system to make it work more efficiently to Save time & money of organization
- Trained, inducted new staff for actively contribute outstanding customer service on projects
- Received awards or appreciations from supervisors for substantially increase revenue of the organization
- Achieved Employee of the Month Award in February'2018, within 6 month of job joining.

**PERSONAL DETAILS**

Date of Birth : 15.08.1975

Gender : Male.

Nationality : Indian

Marital Status : Married

Language Known : English, Hindi, Marathi.

Hobbies : Learning new things, listening to Music, Teaching, Traveling,

Reference : Available on request

Permanent Address : 4, Balsaraf Lane, Parsi Wadi, Kopri Colony.  
Thane (East) – Mumbai-400603

CTC : 7.0 Lacs per Annum

Notice Period : 30 Days

Thanking You,

Makrand Anant Pendse

Date: