

Amit Sharma

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PROFESSIONAL SUMMARY

Experienced management professional worked in Sales & marketing in financial services and construction allied industries. Over 10+ years of experience building and executing sales & marketing strategies and excellent experience across diversified products & markets . Worked in a rapid agile environment as a project management professional.

WORK EXPERIENCE

HDFC Ergo Health Insurance Ltd . Strategic Recruitment Manager

Dec. 2019- Till Now

(A leading player in Health insurance segment in India and has successfully secured the health of millions of families)

- Recruiting & Empowering advisors to perform sales and business development through up-to-date sales kit including product training, solution document,
- Deliver through focused field promotional & lead generation activities .
- Act as single point for my team to gain market understanding and provide it for sales & business development by working with sales, support and marketing and communicating changes to concerned team.
- Identify performance improvement areas and provide recommendations & to develop business improvement initiatives based on current market trends and competitors.
- Ensure performance of agency operators to achieve company goals and objectives.

EGIS India Consulting Engineers Pvt. Ltd. Housing finance Policy specialist

Jan. 2019- Sep. 2019

(Egis India subsidiary of EGIS group France that offers the dual advantage of French expertise & experience in integrated infrastructure development in over 100 countries , provide engineering services in the field of urban development, from buildings to transport infrastructure)

- Worked at PMO in capacity of functional specialist-Project finance & Monitoring under Pradhan Mantra Aavas Yojana - 2022
- Produce project requirement documents, Clients manuals (WPR ,MPR & QPR), solution documents, high level and detailed project finance presentations for both financial and non-financial audience.
- Led by participating client meetings, monitor progress and report , Project Finance updates to internal and external stakeholders in an agile environment.
- Managed and delivered SOP's and funding roadmap by gathering and analyzing and collecting project intelligence from internal and external sources.
- Evaluated & recommended alternate sources of project funding under CSR.
- Fund raising from financial institutes & recommending process improvement measures
- Finance Policy & Process analysis based on finance team reviews & feedback .
- Organised fund raising camps & events all across project locations

Aavas Financiers Ltd.

Assistant Manager – Govt. Business

July 2018- Jan. 2019

(AAVAS FINANCIERS LIMITED (Formerly known as Au HOUSING FINANCE LIMITED , AAVAS is engaged in the business of providing housing loans, primarily, in the un-served and un-reached market)

- Implemented business strategy to achieve Retail loan business under APF & Govt. housing projects
- Liaison with govt. housing development authorities for sourcing affordable housing business from Govt. AHP Projects under PMAY 2022.
- Business process formulation with check points to ensure quality business.
- Managed business dashboard for report , feedback & recommendations to the management at HO.

Reliance Securities Ltd.

Relationship Manager

Oct 2017- June 2018

- Client Sourcing :Prospect, acquire and retain clients
- Revenue generation :Achieved budgeted targets in terms of number of clients/volume of business & assets.
- Client servicing - understand clients needs & requirements and accordingly position products & services
- Build and maintain client bases, along with relevant comments/remarks for future reference
- Promotional activities : conduct and assist in organizing seminars, workshops and other business development activities
- Maintained MIS reports in the specified formats.

Dewan Housing Finance Corporation Ltd.

Relationship Manager

June 2016- Oct. 2017

- Client sourcing for SME Loans , Secured Loans , Unsecured Loans
- Implemented the defined business strategy to achieve the defined sales and collection targets
- Implement the sales strategy to achieve the targets and building AUM as assigned targets.
- Maintained relationships with connectors/DSA and other market experts who will work with us.
- Organised events / DSA seminars for creating awareness about the SME Product.
- Worked with Credit department for policy compliance

Liocon Incorporation.

Sales Manager

Jan. 2012- June. 2016

- Channel Strategy & Programs; Conceptualized brand roadmap and marketing strategies for short & long term brand building.
- Business Plan formulation: Strategic and Business target achievement & sales forecasting.
- Sales Management with Dealers for retail channel participants.
- Deployment of Market development plan including training program / channel development etc..
- Liaison with govt. department/Defense Contractors and architects for Product approvals.
- Define channel structure, enhance the utilization of existing channels with a view to integrate and simplify where appropriate, help formulate strategies for identifying, developing and managing new channels by leveraging synergies across teams.

Jaquar & Co.**Sr. Officer – Sales****Oct. 2010- Dec. 2011**

- Liaison with architects, builders, interior designer, contractors & Govt. authorities for product approvals
- Dealing with architects, builders, interior designer, contractors for Product presentation
- Distribution channel development.
- Product training to dealer sales team .
- Participate in product launch & other promotional events

SVIL Mines Ltd (Floriana Group).**Business Development Manager****July. 2008- Sept. 2010**

- Liaison with architects, builders, interior designer, contractors & Govt. authorities for product approvals
- Dealing with architects, builders, interior designer, contractors for Product presentation
- Managing the company Showroom Operations (Floor Size 5000 Sq.Ft floor)
- Showroom budgeting & managing day-to-day operational activities of the showroom.

EDUCATION & CERTIFICATIONS

M.B.A., Marketing & Finance, Dr. APJ Abdul Kalam Technical University, Lucknow .

2005-2007

Bachelor of Commerce, Barkatullah University, Bhopal.

2001-2003

NISM Series V-A: Mutual Fund Distributors Certification Examination

2018