



Jitendra Narayan Das

Personal Info

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- 📍 Bhubaneswar, India

Education

- PGDBM
Institute of
Management
Bhubaneswar
2001
- B.Com.
Berhampur University
1998

Skills

Teamwork

Work ethic

Leadership

Adaptability

Time management

Problem-solving

Interpersonal skills

Communication

Creativity

Languages

English

Hindi

Odiya

Begali

Summary

- Competent professional with over 24 years of experience in leading business planning, including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings.
- Experience in cross-functional business management, enterprise account management, people management, solution selling and consulting-led sales engagements, managing large business initiatives and virtual teams to develop and create sales potential in new markets.
- Built annual sales plan, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort, realistic costs of operating the sales force and sales promotion plans and so on.
- Strategized and planned sales process management, forecasting, pricing, key account management, expenses, profitability, new product development, market research and brand strategy.
- Expertise in Banking & Financial Services, Consulting, Sales & Marketing, General Management, Financial & Advisory/Portfolio Management.
- Expertise in Business Development & Growth (B2B & B2C) in financial advisor & portfolio management.
- Possess excellent interpersonal communication & organizational skills in team management & customer relationship management.

Work Experience

Regional Sales Manager Asset Desk , Indusind Bank, Bhubaneswar
September 2023 - Present

- Successfully led a team of 7 Asset Desk Managers across multiple states to exceed monthly sales targets.
- Implemented new strategies to increase sales performance in the region by 25%.
- Developed and executed training programs for sales teams to ensure a high standard of customer service.
- Effectively managed relationships with key channels like LAP, LAS, HL, HCF & PL in the region to ensure customer satisfaction and promote repeat business.

Links

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- Monitored market trends and competitor activities in the region to develop successful sales and marketing strategies.
- Traveled extensively to meet potential customers and close deals in the region.
- Negotiated and closed business deals with key clients in the region.
- Developed and implemented regional sales plans and budgets to meet organizational goals.
- Analyzed regional sales performances and provided feedback to the sales team to improve their skills.

Regional Sales Manager, Axis Bank Ltd

November 2020 - September 2023

Managing Credit Card Business.

- Handled a team size of 8 SMs, 1 ASM & 140+ Executives
- Accountable for mobilizing Credit Card Sales through Branch Channel & Digital Journeys through In Principle Approved (IPA Digital Journey).
- Accountable for productivity per resource on card issuance and application mobilization per resource.
- Channel Management - Stake Holders to be managed in order to increase sales (Channels Like - Corporate Salary, Auto Loans, Home Loans, Liability Sales BDE's, Branch Officers & Bharat Bank)
- Deep dive into key channel issues, Acquisitions, decline rate analysis etc and find opportunities for growth.
- Maintain and track all key business metrics like acquisitions numbers, Headcounts, Cost of Acquisition etc.
- Ensuring compliance, risk policy & processes are followed across.
- Sales Planning, Data Analysis, Strategic Planning & Training are core responsibilities.
- Knowledge of banking software's like Newgen Credit Card Mobility App, Omni, Maximus.
- Vast Regional experience - Earlier handled territories like West Bengal & Chattishgarh.

Nov'20 - Sep'23 Axis Bank Ltd. Regional Sales Manager
Bhubaneswar Circle

Regional Head, Axis Mutual Fund, Bhubaneswar

May 2012 - March 2020

Managing Mutual Fund Business of Odisha & Chattishgarh from
Axis Bank Channel

Key Result Areas:

- Managing sales & operations management across the states by strategizing & implementing new ideas
 - Helping team of Financial Advisors on product knowledge & economy activities.
 - Advising team members on scheme performance, update on economy & market for proper asset allocation, need to be rebalanced time to time
 - Conducting various training programs and educating them on various products & economy activities.
 - Performing monthly sales forecasting and competitive analysis to determine accurate performance levels
 - Boosting growth in current and additional vertical markets and product categories
 - Steering business planning of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipe-line management and hosting constructive meetings
 - Helping the team with opportunity identification and proposal development including development, education and nurturing of business.
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- Leading investment advisory & acquisition of new business from HNI clients, trusts, associations, societies, clubs, companies and government institutions.
 - Mentoring Sales & Operations Area Team for achieving targets, client retention and distributor engagement programs across assigned region.
 - Presenting knowledge based programs, training classes in the assigned area for distributors/ advisors & clients
 - Liaisoning with Axis Bank Circle office of Odisha & Chattishgarh for Business Promotions & developments with proper designed campaigns.

Highlights:

- Led the brand building at Odisha & Chattishgarh, recruited all resources and created a new market for Axis Mutual Fund from ground zero
- Skilled in leading the development and implementation of annual sales plans that resulted in consistent sales increase, achieved sales growth that consistently outperformed key competitors and the industry as a whole
- Monitored the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and electronic bulletins
- Conducted statistical analysis to determine potential growth designed sales performance goals and monitored performance on a regular basis
- Mobilised 102 & 110 Crores in two NFO, Axis Dynamic Equity Fund & Axis Multicap Fund.

Previous

Odisha Head, Bhubaneswar, ICICI Prudential AMC Ltd

June 2007 - May 2012

Sales Manager, Bhubaneswar, MetLife India Insurance Co Pvt. Ltd

December 2004 - May 2007

Channel Management Officer, Bhubaneswar, SIFY Ltd

March 2002 - November 2004

Area Sales Officer, Bhubaneswar, Parle Soft Drinks Pvt.Ltd

January 2001 - January 2002