

ANISH KUMAR

SENIOR FINANCIAL SALES PROFESSIONAL

Expertise in blending creative intellect / insight and sharp planning skills for managing sales & related operations; proactive and creative professional with a demonstrated record of achievement in conceiving & implementing ideas; targeting senior level assignments with growing organization

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PROFILE SUMMARY

- ❖ **A result-driven professional with over 14 years of experience** in selling various products and services
- ❖ **Established financial strategies and plans** and recommend specific products to clients
- ❖ Formulated **annual sales plan & forecasts** for each product and territory (based on historical data, market trends, competitive activity, promotional strategy & sales effort), realistic costs of operating the sales force and sales promotion plans
- ❖ Administered **currencies, financial exchange activities**, deposits as well as company and voucher payments
- ❖ **Front-led the full sales cycle** from initial unqualified lead to proposal, managed competition, evaluation & support issues, commercials, price negotiation and closure
- ❖ Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms
- ❖ Impeccable record of **leading high performance cross-functional teams** towards accomplishment of common goals and managing multiple stakeholders across leadership & engagements

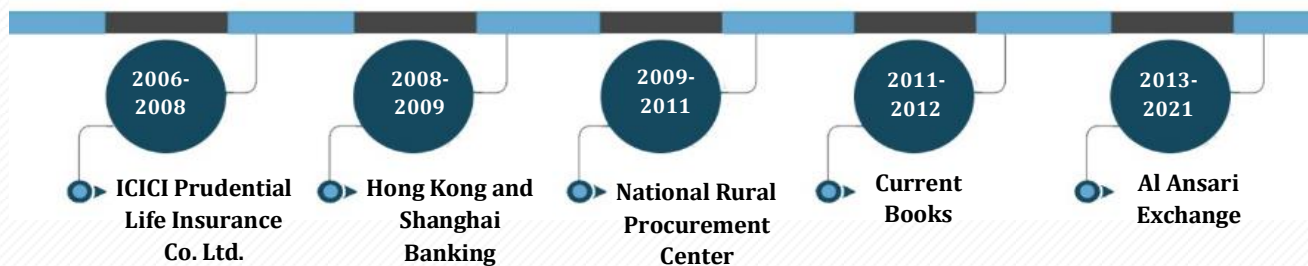


CORE COMPETENCIES

- **Financial Sales**
- **Cross-functional Team Leadership**
- **Office Administration**
- **Branch Operations**
- **Cross Selling**
- **Sales Planning**
- **Strategic Business Planning**
- **Customer Relationship Management**
- **Key Account Management**



CAREER TIMELINE



WORK EXPERIENCE

Aug'13-Mar'21: Al Ansari Exchange, Dubai as FCY Cashier

Key Result Areas:

- ❖ Managed proper accounting of Bulk Cash and met directly with the customers & processing transactions
- ❖ Executed bulk foreign currency into purchase as well as sales
- ❖ Steered cross-selling of other financial services to the customers like National Bonds, Dubai Municipality Services, Bill Payment Services & so on
- ❖ Administered currencies, financial exchange activities, deposits as well as company and voucher payment
- ❖ Answered telephone enquiries on products and handled general queries
- ❖ Gathered supporting documents related to transactions and filing
- ❖ Performed administrative tasks such as filing, typing up reports and maintaining mail correspondence

May'11-May'12: Current Books India Pvt. Ltd., Kottayam as Manager

Key Result Areas:

- ❖ Steered responsibilities for achieving sales and profitability targets for major portfolio of the group like pre-publication, fairs, school text books & so on
- ❖ Developed sales plans with the Director and Core Members
- ❖ Led a network of dealers for sales, building relationship with them and generating business leads to drive their growth

- ❖ Managed conceptualization & implementation of competitive strategies, developed as well as expanded market share towards the achievement of revenue & profitability targets

Jul'09-Apr'11: National Rural Procurement Center, Cochin as Manager

Key Result Areas:

- ❖ Delivered monthly feedback to the parent organization like Shalimar Group based out of Dubai with regard to stocks, procurement, channel additions and manpower hiring
- ❖ Discovered profitable suppliers and initiated business and organization partnerships
- ❖ Finalized purchase details of orders and deliveries

Mar'08-Jul'09 with HSBC Bank, Cochin as Assistant Manager

Key Result Areas:

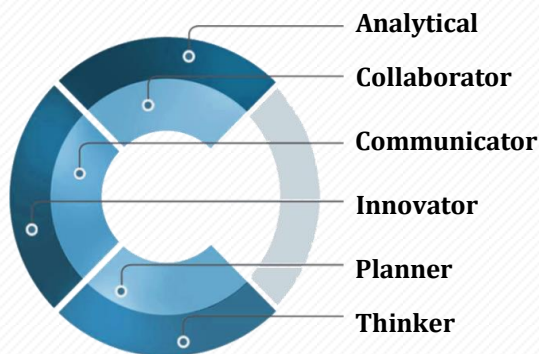
- ❖ Led acquisition of business from micro SME segment
- ❖ Managed the relations with the existing customers and executed cross-selling bank's other high value products

Dec'06-Feb'08 with ICICI Prudential Life Insurance Co. Ltd., Kottayam as Financial Service Consultant

Key Result Areas:

- ❖ Managed a selling of life insurance through Banca channel of federal bank
- ❖ Led 10 Branches in the Kottayam region
- ❖ Maintained healthy relations with all the stakeholders like branch manager, customers

SOFT SKILLS



EDUCATION



PGDM (Marketing & Advertising) from School of Communication and Management Studies, Cochin in 2006



B.A. (Political Science) from Patna University, Patna in 2002

PERSONAL DETAILS

Date of Birth: 2nd February 1983

Languages Known: English, Hindi and Malayalam

Address: Flat No. 03 D, Nucleus Eleganza Apartments, Vazhakala, Ernakulam, Kerala