



## MONALISA P SHARMA

**Enterprising Leader** with considerable experience in leading highly profitable business growth & attaining business turnaround,

Targeting assignments in:

**Sales & Marketing / Business Development/ Brand Management/ Administration**

**Location Preference: Bahrain**

✉ monalisa\_g@hotmail.co.uk

☎ 00973 3997 3507



### Area of Excellence

Strategic Planning	★★★★★
Sales & Marketing	★★★★★
Brand Management	★★★★★
Business Development	★★★★★
Administration	★★★★★
Project Management	★★★★★
Revenue Growth	★★★★★
Business Operations	★★★★★
Advertising	★★★★★
Market Research & Pricing	★★★★★
General Accounts	★★★★★
Procurement	★★★★★
Team & Leadership	★★★★★

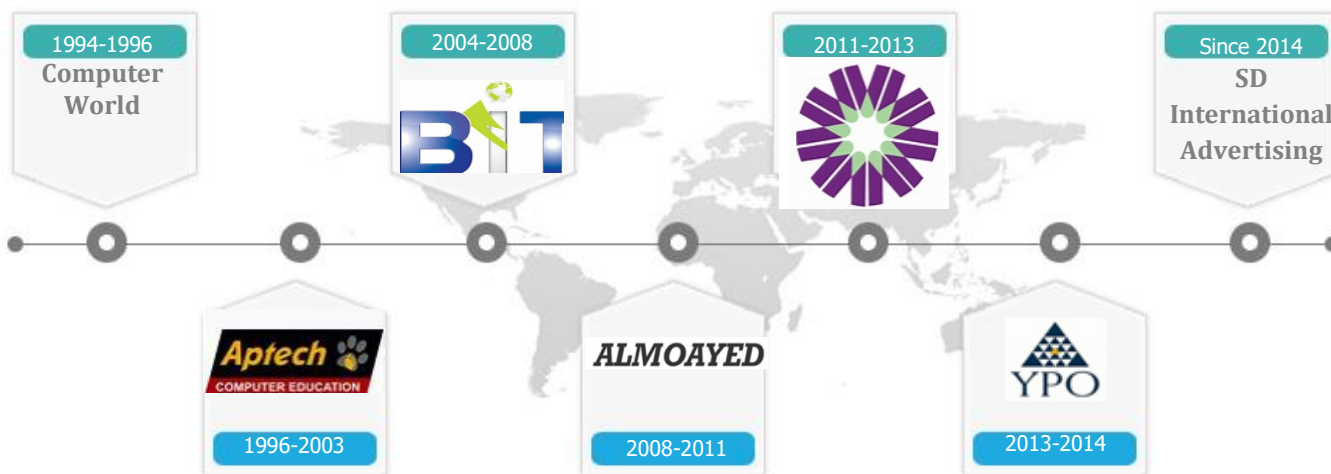


### Profile Summary

- Achievement-driven and high performance professional with **25 years of experience in driving revenue by steering Strategic Planning**
- Possess considerable experience of initiating a **start-up company from scratch and helping it emerge into a top-ranking corporate gifts company** dealing in IT Gadgets in Bahrain
- **Resolved 95% of customer enquiries and complaints**
- Strategic Experience of working with 120 C – Level Executives & initiated a process for prospect validation of the YPO quantitative criteria
- Consistently improved gross performance of the company by increasing share of business in the market and **attained double digit growth of 40%**
- Experience in managing business operations / administration besides managing the accounts/ procurement/ sales/ marketing
- Impressive success in achieving profit, and business growth objectives within start-up, turnaround & rapid-change environments
- Recommended product innovations, new brand/line extensions, carried out necessary approvals and monitored launch with focus on expanding brand portfolio, market share & profits
- Possess considerable experience of 20 years in Bahrain market and well versed with Bahrain government laws, and experienced in liaising with ministries and local businesses
- Dynamic, disciplined & focused with honesty and integrity; possess excellent planning, leadership, negotiation & customer relationship management skills



### Career Timeline



### Notable Accomplishments Across the Career

- Merit of servicing the major business house, banks ministries, insurance companies
- Bagged Best Employee in Almoayed Group for ensuring collection of bad debts.
- Spearheaded major project and completed important projects on time and within budget
- Boosted sales figures and attained growth of business growth 40% in current company
- Played a key role in the development of innovative method of promotion including annual business plans, media, promotion and innovation pipelines
- Ensured that the teams worked effectively and prioritized workloads
- Developed suppliers as well as the internal systems and procedures to operate more efficiently and profitably



## Work Experience

Since Jun'14 SD International Advertising, Bahrain as General Manager

### Key Result Areas:

- Mentoring, coaching and leading a team of 5 People and attained business growth of 40%
- Built advertising collaterals/ gifts to drive product adoption for top ranking companies
- Spearheading profitable start-up - Advertising & Publicity organization with over 100 clients across various industries
- Leading and managing members and accomplishing objectives through subordinate managers/supervisors
- Presenting strategic direction to daily operational/tactical aspects of project and project needs
- Reviewing high-level deliverables while mitigating risks and presenting guidance and thought leadership to the client
- Assessing the market trends and insights into action, collaborating with internal/external constituencies to bring new and effective treatments to market
- Building growth strategies with sales and marketing teams and establishing strategy, including revenue forecasting
- Creating a standardized outreach for current and future clients and coordinating its implementation across channels

2013-2014 Young Presidents Organization (YPO), Chapter Administrator

### Key Result Areas:

- Managed Bahrain chapter and organized **several training & development events for c-level executives**
- Facilitated executive-level communication; managing relations with outside parties; overseeing basic financial accounting; and organizing and managed a large number of meetings and events at-scale
- Built annual, event, and project budgets, planned, managed, and presented facilitation of up to 30 events per year
- Improved relationships with global executive firms to expand the prospect diversity with primary focus on prominent young leaders and female prospects
- Liaised closely with the:
  - Marketing team to generate prospect campaigns, as well as contacts prospects directly via email, calls, and personal visits to present YPO as needed
  - Membership recruitment managers to identify suitable chapters for each prospect
- Steered the conversion from prospect leads to YPO applications
- Made significant contribution to the internal application and prospect management process as requested by the chief membership officer

2011- 2013 Royal Bahrain Hospital (RBH), Head of Sales and Marketing

### Key Result Areas:

- Formulated Sales & Marketing strategies with a **team of 8 people and attained business growth of 25%**
- Successfully ran sales campaigns, managed advertising & publications and boosted brand awareness
- Coordinated with Marketing & Sales teams for achieving Return on Investment (ROI) of brand management events
- Assisted the Senior Brand Manager in the development of strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility
- Worked with big companies & insurance companies for contracts
- Organised and conducted roadshows for hospital brand promotion

2008-2011 Almoayed Group, Senior Manager

### Highlights:

- Steered a **team of 15 members achieved a cumulative growth of 35%**
- Managed government tenders, large accounts, prepared sales budgets & forecasts and managed projects
- Spearheaded administration in running a training centre & worked with big companies Like Oracle, Microsoft, Cisco
- Steered operations for the profit centre to realize revenue targets; managed govt. & big corporate houses tenders
- Formulated the budget of the training center and boosted the numbers and footfalls

2004-2008 Bahrain Institute of Technology, Head of Sales and Marketing

### Growth Path

Head Of Sales and Marketing

Promoted to Senior Manager

### Highlights:

- Steered training sales, government tenders, liaised with partners such as Microsoft, Oracle and Cisco
- Managed training projects **with a team of 10 members and bagged business growth 40%**
- Assessed the impact of marketing plans on sales pipeline revenue
- Partnered with teams to understand customer journey and trigger points and identify targets for marketing programs
- Oversaw training programmes that include web-based seminars, printed manuals, group sessions & training videos

**1996-2003 Aptech Computer Education, Corporate Marketing Executive**

**Growth Path**

**Front Desk- Sales And Marketing Department**

**Promoted to Head of Sales & Marketing**

**Highlights**

- ▶ Coached and mentored a team of **10 members and bagged business growth of 40%**
- ▶ Managed training sales, prepared training schedules, training projects, prepared government and corporate tenders
- ▶ Identified training needs by meeting with managers, talking with employees, or administering surveys

**1994-1996 Computer World, as Training Coordinator**

**Education**

- ▶ MBA(Marketing ) from Sikkim Manipal University, Manipal
- ▶ Bachelor's Degree in Arts from IGNOU, Delhi
- ▶ Advance Diploma in Software Engineering from Aptech
- ▶ Certificate in Digital Marketing
- ▶ Certificate in Brand Management
- ▶ Certificate in Market Communication

**Personal Details**

**Date of Birth:** 7 January 1975

**Address:** Bahrain

**Languages Known:** English, Hindi & Bengali

**Driving License:** Bahrain License

**Marital Status:** Married