

# MADHAV PRAKASH

Problem Solver and Firefighter



## SUMMARY

Dedicated sales manager with management experience of motivating and leading sales teams to victory. Consistently increased sales and expanded market share by 60% of the company portfolio. Business management graduate with specialization in sales and marketing management from IBS Hyderabad.



## PROFESSIONAL EXPERIENCE

### Sales Manager – Two-wheeler Loans (Retail Banking)

IDFC First Bank, New Delhi (NCR) | June 2022–Present

- Spearheaded a team of 9 sales officers by building enthusiasm and adapting feedback
- Expanded the designated two-wheeler market by 60%
- Increased the sales force team by 50%
- Recognized for exceeding the sales target consistently by 20% - 25% for first 7 months and achieved all the Collection targets each month
- Conducted gamification techniques to the team to motivate and build rapport
- Settled customer complaints without needing to involve the Senior Manager (State Head)
- Assisted the training of new sales associates adapting feedback and adhering to company policies

### Sales and Marketing Intern

PepsiCo, New Delhi (NCR) | February 2021 – May 2021

- Assisted in closing 2 major deals worth INR 160 million
- Pitched company portfolio to prospective consumers (Swiggy and Zomato Outlets) and converted the deal with the success rate of 80%
- Ran the campaign in Indian Premier League (IPL) to expand the customer and vendor base
- Drew up Management Information System's (MIS) reports on blueprints of agreements pitched to various stakeholders
- Played an active role in Supply Chain Management for orders placed by Customer Outlets

### Management Trainee, Front Office

Le Meridien Hotel, New Delhi | July 2018 – November 2018

- Led a team of 7 Interns
- Managed Club Lounge/Rooftop Bar for VVIP and VIP residents (seating for 80 pax)
- Handled Business Group Check-ins for corporate clients
- Resolved Guest Complaints
- Awarded Employee of the month
- Filled C-form on Oracle for International Guests

### Intern

Taj Mahal Hotel, New Delhi | June 2016 – October 2016

- Trained in Front Office, Housekeeping, Food & Beverage, and Kitchen Operations for 4 weeks each

### Non-Profit Organisation Work

Uday Foundation (NGO), New Delhi | May 2019 – November 2019

- Taught all subjects to underprivileged children, helped them in their holiday projects and daily homework, guided them in test preparation and tutored them in soft skills

Managers Without Borders (e-NGO) | August 2020 – March 2022

- Served as Head of Human Resources, MWB India



## CONTACT

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## EDUCATION

### ICFAI Business School, Hyderabad | 2022

MBA with specialization in Sales and Marketing

### IHM Lucknow | 2018

B.Sc. in Hospitality and Hotel Administration

### The Mother's International School, New Delhi | 2015

Senior Secondary School – XII

### The Mother's International School, New Delhi | 2013

Secondary School – X



## RELEVANT SKILLS

- Leadership/Management
- CRM: Salesforce
- Strategy
- Negotiation
- Problem Solving
- Forecasting
- Fluent in English and Hindi



## EXTRACURRICULAR

- Meditation and Sudarshan Kriya (Attended a 7-day course in the Art of Living Ashram at Bangalore)
- President of Placement Cell at IHM Lucknow
- Chief co-ordinator of Inter Institutional Fest conducted by IHM Lucknow
- Managed entire outdoor catering for VIP wedding anniversaries, parties, etc.