

Vimal Pandey

Strategic Leader with Worldwide experience in Marketing & Sales. A storyteller who brings Marketing Vision to Life in addition to Business Development, Channel Sales and Building & Nurturing Teams that stand out.



this is my story

As an avid learner - I believe in challenging the constant and seeking new opportunities, understanding the needs to enable, empower and engage with audience – with a smile.

A firm believer of collaboration, building & nurturing communities, collective learning & growth, I have always believed that a good listener simplifies complexities and ensures that the team together always achieves more.

People say, I am the go-to-man when things do not move or need an innovative experience, be it products, customer service, channel management, business, marketing, or anything required to meet business growth.

I look forward to building upon this journey, learning and improving as I move ahead to helping people become their personal and professional best.

Recognized Skills

Marketing Strategy
GTM Planning and Communication Rollout
Channel Development and Management
Customer and Partner Management
Business Relationship Management
Managing Global and diverse teams
Opportunity Management
Partnership Strategy
Competitive Analysis
Business Strategy
6 Sigma Black Belt
Entrepreneurship



Comp image, for representative purpose only, IPR rests with owner.

Email : pandeyvimal@outlook.com
Mobile : +91-99100-92095
LinkedIn : www.linkedin.com/in/pandeyvimal

The Journey

My journey over past 28 + Years has given me opportunity to work with the best in business across multiple domains and time zones:

- Integrated Enterprise & Direct to Consumer Services and Solution
- Fast Moving Consumer Electronics Industry
- Process Industry

1993 - My first mentor at **PCS Data General** gave me invaluable lessons, lessons that were as relevant then, as are now – “*be a **forever learner** (master your portfolio, get deep insights into your ability to integrate solutions & create service benchmarks), be a **good listener** (to what customer / consumer / partner desire from you- under the complexities), become a **trusted advisor** (simplify the complexity with a scalable, replicable and zero defect solution) and make a lasting positive impact. Should you do this, then you will not only build **high value relationship** but will also build a **network & an eco-system** to be proud of.*

These business building blocks gave me a strong foundation and have been at the core of my journey.

Over the years I feel blessed to have mentors who have fueled in me the ‘intrapreneur’ approach to work – ‘**challenge the constant**, think out of the box, **take ownership** and **lead consumer engagement**’ – you will succeed & learn or learn & succeed.

During this journey the professional in me evolved from being an implementor **to** planning & strategizing for implementation.

Being a Technical Graduate, the ability to structure engagements meaningfully ensured that learning and engagement is **outcome focused** (research, business case studies, financial modelling, customer, and consumer outreach ++) and **process / framework driven**.

2022 - Over the years, market dynamics have evolved and geo-boundaries diminishing. So, the ones who focus on ‘**customers / consumers / partners**’ and address the complexities with simplified roadmap-based solutions, build and support an eco-system of growth and provide a seamless consumer experience - will stand out.

As I look back, Creating, Managing, and Institutionalizing meaningful change has been a hallmark of my career. These have enabled me to become a trusted advisor for my partners, influencers, customers, and consumers.

Key Skills & Competencies

STaRS Framework – building and implementing dynamic strategies that successfully help meet objectives of Growth, Recovery and Crisis Cycle.

Bringing **Marketing Vision to Life** with leadership and accountability leading to engaging and fulfilling customer experience.

Rewards and Recognition

NIIT redefining established benchmarks, challenging business model and metrics for International Talent Development business (ideation to implementation) was awarded the **UNSTOPPABLE** Award for 2 consecutive years

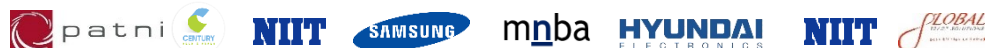
Education

1993 - B.E (E&C) from Manipal Institute of Technology, Manipal

1997 – PGDBA* (Marketing) Symbiosis Institute of Management Studies, Pune

* interpretable

Pit Stops



the road travelled: <https://www.linkedin.com/in/pandeyvimal>

The Details



IN: Global Tradz Solutions (P) Ltd
SG: Global Tradz Solutions Pte. Ltd.

10/2012 – **till date**
08/2012 – 12/2016

As a Co-Founder this gave me an opportunity to leverage network & provide solutions that meet our client's need. As **trusted advisors** our efforts complement our partner so that they remain focused on what they do best. We assist partnering organizations in Business Planning and Strategy, GTM Plans, Business Acquisition, Channel Development, and handhold implementation for a seamless consumer experience.

For our partners, our complementing skill sets ensure that we together build a value chain and commercial roadmap that adds to their bottom line from short, mid, and long-term perspective.

Effective **08/2012 to 04/2017** our focus was on **Solutions and Services** for Education and Hospitality Industry across APAC, Indian Sub-Continent, and India. We partnered with Microsoft, Panasonic, and a leading German entity into motion technology for whom we Build a B2C and B2B Channel.

04/2017 we added **Advisory & Business Consultancy Services** to our portfolio. Here, we work alongside partners and help them Strategize, Acquire and handhold business in Public Sector and Government domain. Our early success was in acquisitions and handholding implementation for our client across 2 **Smart City** projects.

Our strategic consultancy solutions to Corporates, Entrepreneurs and Startup's not only **enables** them to adhere to statutory Government compliances but also **empowers** them to **engage** with their stakeholders efficiently & effectively.



HQ - Head Product & Marketing – International Business
Corporate - Head – Strategic Projects
West India - Regional Manager

02/2009 – **07/2012**
05/2007 – 01/2009
08/2006 – 04/2007

Head Product and Marketing (International Business) – this assignment gave me an opportunity to work across international geographies, with focus on LATAM, MENA, CIS, APAC. The focus being:

1. **Supporting Business team** with innovative Product Design, Development and Launch
2. **Engaging Learners** across multiple geographies with Communication and tactical outreach
3. Nurturing and building relations with **Technology Leaders** to develop innovative solutions

We clocked **2X growth** in Reach and Penetration and **22% YoY** growth in revenue.

Took additional responsibility of business revenue for Indonesia, Malaysia, Vietnam, Brunei, Cambodia. The efforts got recognized with two back-to-back **UNSTOPPABLE** awards.

May 2007 – Jan 2009 as **Head Strategic Project** – reporting to Board and Senior Leadership as per defined timelines, the charter was to Develop a **non-competing business line** and a **new product portfolio**. This gave me an opportunity to work with Technology Leaders in India, existing Industry Partners, Government to **design business cases** that improved partner efficiency by around 70% and added 50% to their bottom-line.

August 2006 – April 2007 as **Regional Manager West** (Mumbai) working alongside business team to improve reach and depth of engagement with learners – be it Academia, Enterprise (B2B) and those aspiring for Dual Qualification. With 11 New Business Partners empaneled and 6 renewals – the annuity business was handed over to business team for implementation.



Region – Head - Uttar Pradesh and Uttarakhand	08/2005 – 07/2006
Region - Head – Uttar Pradesh (West) and Uttarakhand	10/2004 – 07/2005
Corporate – Core Team	08/2004 – 10/2004

This was a challenging assignment as it entailed launch of a new segment for Brand HYUNDAI in India. The work for putting around a strategy and building a roadmap started around **April 2004**. The formal association with Brand in August 2004 when the teams were onboarded, and HYUNDAI ELECTRONICS went live with a mega launch in **October 2004**.

- Portfolio Finalization
- Brand Launch Readiness
- Marketing Initiatives
- Launch of Business Line
- Business Development
- Channel Development and Management.

As a part of strategy – the focus was on building a premium retail channel across assigned area and that's what was done across UP(W) and Uttarakhand (two offices – Noida and Dehradun) and then Lucknow.

Achievement

Premium Retail and Distribution Channel.

Entertainment Category Product Leader in UP(W) and Uttarakhand.

mnba Marketing and Business Associates

11/2001-07/2004

Business Development Consultant | an entrepreneurial initiative

Assignment 1 - worked alongside a leading Global Brand to develop Channel across North and East India. I can proudly say that our efforts gave the then upcoming telecom industry a new channel. This ensured that the Brand remained way ahead from the then segment leader. The channel was so robust that the partner with which our entity was associated went on to launch its own successful Brand.

Assignment 2 - worked alongside a partner to two leading Global Consumer Electronics Brands – product specific and established unbeatable Channel for Air-Conditioners and DVD across New Delhi.

Assignment 3 – providing consulting services to a leading Korean Brand wanted to setup operations in India.



UP & Uttarakhand – Category Business Head.	01/2001 – 11/2001
Delhi – Sr. Executive – Sales Focused Business Segment	01/2000 – 12/2000
Delhi – Sr. Executive – Sales	12/1998 – 12/1999

Samsung was in its initial leg of operations in India. With India opening its Consumer Electronics sector, the work was challenging and growth opportunities phenomenal. Today, when we look back – we feel proud to have contributed in laying a firm foundation.

01/2001-11/2001 – This gave me a larger area for Air conditioners as **focused Product, B2B** as business segment and **CSD** across **UP & Uttarakhand**.

12/1998-12/2000 - Work at Delhi moved at faster pace and saw me handling All Portfolio for assigned territory before being made responsible for **Premium Partner** Accounts, **Large Distribution Accounts** and **Strategic Accounts** like CSD & New Products.



Business Partner

Haldwani: Business Manager
Kashipur: Centre Manager

04/1998 – **11/1998**
02/1996 – 03/1998

The record for Fastest Operational and Business breakeven at Kashipur Centre still stands.



Uttarakhand - Lalkuan: Project Executive

02/1995 – **01/1996**

Century Pulp and Paper, a part of BK Birla Group gave me an invaluable lesson in Project and People management



New Delhi: Executive - Business Development

08/1993 – **11/1994**

Fresh out of college, could not have asked for a better place to learn nuances of technology and partner management. Data General was in partnership with Patni Computers and was to set up RISC based solutions & RAID storage across PSU's.

My first mentor inculcated in me the passion to be focused on learning, listening, and solving issues that make collective efforts count. As you ensure that your Channel / Partners / Customers stand out, so will you.
