

Rohit Sirohia

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Product Portfolio: <https://www.upraised.co/portfolio/rohit-sirohia>

Skills:

Proficient with the following tools – Jira, Mixpanel, Tableau, Redash, Retool, Freshdesk and SQL

Experience:

Dreampug Technology Pvt Ltd – CRED(Bengaluru 2019/12 – Present) Growth & Partnerships

- Currently Heading the onboarding and new acquisition of partners for CRED store.
- Setup the entire onboarding SOP by working with design, copy, tech and ops team to streamline the onboarding process for new partners to sell on CRED store, which lead to an increase of number of brands taken live every month from 10 to 40
- Identify the right brands for each category (Food and Beverage, Beauty Personal Care, Electronics and Apparel), negotiate and close pricing and product selection to take live on CRED Store
- Onboarded 40% of total store partners which contribute to 80% of platform business, by identifying right set of brands and closing product selection
- Launched CRED branded products by working closely with the design team to ensure products meet CRED Brand guidelines while negotiating with manufacturers to get the right pricing and quality of products for best consumer experience.
- Launched Hyderabad City for CRED rewards and deals to increase hyper-local engagement with CRED member base in Hyderabad

Oravel Stays India Pvt Ltd – Oyo Hotels and Homes(Hyderabad 2018/05 – 2019/11) City Business Head – Value Added Service

- Responsible for the F&B, VAS & Cloud kitchen P&L for Hyderabad
- Setting up F&B operations across all Oyo operated properties by outsourcing to different vendors
- Onboarding out sourced on cloud kitchen model and ensuring online ordering operations are managed efficiently
- Designing and executing mutually profitable contracts with vendors based on property type and area
- Planning and executing strategies with vendors and property General Managers to build an F&B brand
- Working with Tech team to build capabilities for smoother recon and revenue management
- Working with central team in devising sales strategies and executing the same at vendor end to ensure revenue targets are met
- Launched cloud kitchen for Hyderabad with 10 kitchens and 14 brand outlets.
- Setting operational processes at the property level to ensure the best guest and customer experience
- Monetizing all available assets of Oyo to ensure revenue potential is not lost by doing vendor tie up's like renting parking space, renting out hoarding space, renting out ad space on the property etc.
- Grew by 100% in 3 months taking Revenue from 25lakh per month to 55lakh per month.

Zomato Media Pvt Ltd (Hyderabad 2015 – 2018)

Senior Area Sales Manager 2016/03 – 2018/05

- Managed sales (acquisition and account management) with a team of 4 Key Account Managers and Sales Managers)
- Managed tele sales and servicing team handling 90+ account with a billing of 20 lakhs
- Team target allocation and planning so that allocated targets are always achieved · Maintaining area report and team report which would include revenue numbers, client count and payment collection data
- Was ranked number 1 ASM globally for 3 months in a row

Key Accounts Manager 2015/03 – 2016/03

- Help restaurants market themselves better by selling advertising space to them on Zomato
- Prepare result reports for advertising campaigns and interpret them for clients, and suggest measures to improve the marketing campaign's effectiveness.
- Manage end-to-end client relationships including pitching, negotiation, contracting, billing/invoicing, payment collection, graphic design support (with the help of the Graphics Team), campaign activations, result tracking and troubleshooting.

Damco India Pvt Ltd

Sales Manager (Delhi 2013/07 – 2013/12)

- Handled sales and post-sales activities related to air freight products.
- Had sales worth Rs 25 lakhs in 6 months with profits of Rs 6 Lakh +.
- Understanding companies' target customers and ensuring that the right customer set is catered · Looking out for new business and ensuring clear and transparent communication between customers and DAMCO for a smooth business transaction.
- Maintaining a daily log of activities done and business being pursued.

DHL Express India Pvt Ltd (Mumbai & Delhi 2011 – 2013)

Territory Manager (Delhi 2012/01 – 2013/06)

- My key responsibility was to manage a portfolio of customers and potential customers in the Central and East Delhi Region
- This included providing the customers with end-to-end logistics solutions and identifying new business opportunities for DHL Express.
- Ensure all customer agreements are cost-sensitive so as to ensure a suggested minimum pricing tariff is set and adhered to. Any deviations from this tariff require management's agreement and justifications.
- My area grew by 50% from Rs 50lakh per month revenue to Rs 75 lakh per month in the span of a year.

Management Trainee (Mumbai 2011/06 – 2012/01)

- Did a major stint with the marketing team where I was handling events and e-mail marketing
- Won an award for being part of the team that organized the 1st F1 race in India for DHL Express
- Worked on both internal and external e-mail communications for the DHL

Certificates:

Future Business Leaders of Asia Program, Singapore (2005/09)

1 Week Cultural and Management Program La Trobe University Melbourne (2006/04) ·

3 Day Business Leadership Program, City Cass Business School, London (2007/05)