

# Rahul Maheshwari

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## PROFESSIONAL PROFILE

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A Professional with over 15 years of Work Experience in FMCG/ Durables - Distribution/ HNI / Enterprise B2B Sales, Solution Selling – Post & Pre (Data & Voice) Wire line Telephony, Govt Tender Business, Channel Management, DSA & DST Management

### **SABBATICAL: April 2017 - Present**

I suffered a severe Brain & paralytic stroke which resulted in speech impairment & slight loss of memory, albeit, now with continuous therapy, strength & will, I am trying to resume my normal course of life & looking for a suitable opportunity.

## WORK EXPERIENCE

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### **RSN Surveillance Pvt Ltd**

Director

**Delhi**

August 2013 – March 2017

- Founded a security surveillance business & generated **tender orders** from **government & private clients** worth **Rs 1.5 crores**
- Created a **go-to-market strategy** for product launch & catalogue effectiveness after studying the Indian market landscape & behavior, with thorough **competition research**
- Developed a **sales & service** channel which led to smooth onboarding of clients
- Developed a corporate office with **20 full time employees** working across different domains

### **MTS**

Assistant Director & Enterprise Head

**Noida**

September 2010 – July 2013

- Headed the UPW Enterprise & SMB Vertical for **Data, Voice & Smart Phone Business** & onboarded accounts like **ONGC, BHEL, IMA, ITC & Hero Honda** for data business
- Established the **Enterprise Vertical** & managed a team of **8 Channel Managers, 110 DST's, Back end & Collection Team** along with **24 DSA Channel**
- Ensured AOP Gross Adds & Revenue Target for the Business & achieved **135% AOP targets** for the Year 2011-12 & **121%** in 2012-13
- Supported the corporate team members in designing customized data application product

### **Aircel**

Vertical Head

**Lucknow**

March 2009 – September 2010

- Headed the **Aircel Preferred Partners (APP)** Vertical in UP East circle.
- Controlled considerable **counter share** in APP & **increased** it to **32%**
- 75% of APPs were acquired over **50 Act Per Month**
- Managed a team of **12 KAM's, 25 MDs, 24 Runners & 2 MIS**

### **Reliance Communications**

Senior Sales Manager

**Lucknow**

July 2006 – March 2009

- Headed the **Key Account Business** of UP which was consistently **rated** as the **top 3 circles** nationally
- Sold Solutions to Corporate & Government accounts for both Voice & High-end Data products.
- Promoted from **Named Account Manager** to the **Functional Head of Key Account Business** in a span of 2 years.
- Managed a team of 2 corporate management trainees

**Bharti Airtel**  
*Deputy Manager (Sales & Marketing)*

**Lucknow**  
*Dec 2004 – July 2006*

- Handled **Mass Market & SME Segment** for the territory
- Achieved targets for the assigned segment through channels & DA team
- Conducted **market research** activity for **31 sites** & prepared **market constructs**
- Analysed site wise revenue projection from targeted clusters & projected site wise P&L

## **EDUCATION**

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**National Institute of Sales**  
*Advance Diploma in Sales & Marketing Management*

**Chandigarh, India**  
*1998 – 1998*

**J.V Jain College**  
*Bachelors in Commerce*

**Saharanpur, India**  
*1994 – 1997*

**St Mary's Academy**  
*High School*

**Saharanpur, India**  
*1991 – 1993*

## **SKILLS & INTERESTS**

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**Skills** – Marketing, Business Development, Strategy Planning, Product Promotions, Team Management, Market Strategy, Go-to-market Strategy, Pricing

**Interests** – Health & Fitness