

# Anil Kapoor

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## Senior Sales and Marketing Professional

Market Trend Analysis • Industry Movements and opportunity sensing • Budgeting and Forecasting • Growth Management • Profit and Loss Ownership • Subscriber Base Management • Usage • Retention • Value Management • Pricing • Product Portfolio Management • Communications • Go-To-Market • Strategic Sales Operations • Multi-level Channel Play • Team Player • Training and Development

Proven record of around **18+ years** in delivering significant services in various revenue earning and profitability maximizing roles. Ability to perform diligent market analysis and implementing innovative sales and marketing strategies for growth enhancement.

Seeking suitable position as **VP / GM / Director / Head Marketing Operations / Sales and Marketing Head / VP Sales and Marketing** within a growing organization. Preferably in Telecom sector.

### Profile Summary

- Expertise in shaping strategies and achieving top and bottom-line growth objectives.
- Adept at delivering end-to-end segment based customer experience and value proposition.
- Significant experience in industry trend analysis, stakeholder liaison for formulating yearly budget and business planning.
- Deft in formulating product road map for the year and ensure timely launch to gain customer and revenue market share.
- Skilled in setting pricing strategies and promotions by undertaking marketing research, product portfolio and using a creative mind for new market innovations.
- Excellent interpersonal and communication skills with ability to deliver within a cross-functional environment.
- Rich exposure in mobile market dynamics with focus on customer value proposition development.
- Market focused excellent execution skills in designing long term, mid-term and tactical go to market approaches.

### Work Experience

#### Director - Consumer Mass Segment (Customer and Value Propositions)

#### Emirates Integrated Telecommunications Company PJSC, du, UAE (2014 – Till Date)

(Handled business size - AED 1bn \$ value, annually)

Responsibilities:

- Responsible for setting goals to achieve revenue and subscriber ambitions of the prepaid business.
- Identifying target audiences, understanding customer preferences and market trends within telecom industry.
- Planning marketing strategies, sales targets, business growth plans and program budgets to achieve maximum profits.
- Customer First approach towards driving business growth. Driving growth in key levers like NPS, C-SAT & T-SAT scores.
- Identifying key dynamics and taking quick reactions to protect and grow market share along with value share.
- Coordinating with market research, BI and corporate strategy teams for interpreting customer behaviour under the macro economic conditions and attachment with products.
- Executing cost-effective efforts to get incremental share of adoption in each segment by driving behavioural changes.
- Analysing customer's behaviour by interpreting trends of current product portfolio and need identification.
- Spearheading tasks related to Market research, Need Analysis, Market Dimensioning, Channel Strategy and designing the consumer prepaid roadmap.
- Owning profitability, control and effectiveness of company's prepaid product portfolio to meet revenue ambitions.
- Leverage availability, visibility and convenience in order to ensure excellent consumer and trade experience.

#### Head- Marketing Operations

#### Vodafone India, Kolkata Opco (2006 - 2014)

Include 500mn \$ as the size of annual business.

As Head- Marketing Operations:

- Efficiently managed all phases of business forecasting, sales development, marketing and business operations.
- Crafted the yearly consumer segment strategy with an objective to gain revenue share and value share.
- Coordinated with the Finance Head & Corporate leadership team ensuring profitability ambition.
- Organized and managed various events, media planning, media buying and ROI measurement.
- Handled the product portfolio to drive profitability. Identify needs and develop new products.
- Conducted gap analysis, defined channel strategy and executed commissioning for innovation.
- Undertook Go to Market strategic planning and retaliation planning to improve the customer engagement.
- Drove service adoption and revenue from new business lines like 3G and Mpesa (Mobile Wallet).
- Ensured quality of base indices in terms of segment mix, usage days and usage lines.

As Zonal Business Head

- Owned the subscriber, revenue, gross margins and contribution margin ambitions of the company.
- Showcased dominant leadership position in the zone in all lines of business namely, prepaid, post-paid and enterprise.

#### As Business Development Manager - Consumer

- Assessed Product pricing and profitability by analysing Business cases and product performance.
- Spearheaded tasks pertaining to innovations, business/industry analysis, business modelling and governance capability.
- Developed and adopted non-voice products, Content Aggregation and Vendor Management.
- Designed market coverage plan in terms of setting up channel and profitable extraction as a part of acquisition.

#### As VAS & DATA Head

- Responsible for non-voice top line revenue of the business.
- Managing non - voice product portfolio and profitability.
- Driving mobile DATA penetration.
- Driving device replacement rate by introducing new programs.
- Achieving DATA KPIs like ARPU, usage, revenue.

#### Head of Prepaid Business

- Responsible for subscriber and revenue market leadership.
- Strategizing and ensuring excellent execution regarding channel management and market coverage plan.
- Measuring channel efficacy and ROI.
- Prepaid top line revenue ownership.

#### Significant Initiatives

- Performed five challenging roles in 8 years of learning association.
- Efficiently managed leadership roles pertaining to sales, marketing and business operations.
- Successfully bagged 4 promotions in 8 years.
- Handled large teams and got acknowledged for ensuring "Wow Performance"
- Successfully bagged:
  - Strike force 2008-09 Award
  - Best VAS & DATA Head Award in which the gross service revenue grew to 10% vs previous trend of 6%.
  - Circle Combat 2007 -08 Award at the Opco level & Best Prepaid Head.

#### Previous Experience

##### Area Sales Manager

##### Airtel Ltd. (2004-2006)

- Acted as a first line sales manager and supervised a team of front line sales resources.
- Involved in sales and distribution role focusing on go to market and execution.

##### Consumer Sales Officer

##### Kodak Ltd. (April 2002-May 2004)

- Showcased strong execution driven sales and distribution role.
- Achieved top-line revenue by driving channel sales and expanding distribution network.
- Led major KPIs related to channel management, partners ROI and distribution
- Designed and executed market coverage plan.

##### Consumer Sales Officer

##### Philips India Ltd. (May 2000 -April 2002)

- Successfully managed challenging assignments in sales and marketing in various regions of India
- Efficiently led high performing teams ensuring high level of commitment and achievements.

#### Key Projects Handled

##### With du

**Title:** Mini Recharges Portfolio

**Objective:** To drive frequency of usage days

- Engaged with low value customers
- Grew Incremental unique recharge outlets by 35% and 18% adoption in the targeted base
- Successfully marked 1.2 days incremental days of usage among adopters
- Gained 12% growth in ARPU of the adopted customers
- Maintained 3.5 recharge frequency among adopted subscribers

**Title:** Enhancement of Pin less recharge platform

**Objective:** Empowering dealers to do customer value management

- Empowered dealers to offer segmented products to customers and commissioned over the air of attachments
- Targeted dealers and sales team to drive attachment Ring fenced base
- Improved net churn by 1.2% in the 6 months of launch and stabilized.
- Grew adopters ARPU by 16% within 30 days pre and post adoption trends.
- Improved acquisition ARPU by 20% due to higher extraction of bundle attached acquisition.
- HV prepaid customer (Def: AED 100+) base grew by 24% within 3 months of launch with a growth to 128K from 102K.

**Title: Launch of Prepaid - Self activation channel**

**Responsibilities:**

- Initiated exclusive channel innovation and liaison with MOHRE (Ministry of Human Resource and Emiratization) for USSD based self-service activation of SIM cards.
- Targeted blue collar jobbers in the UAE, who are first time entrants with 4% incremental sub share in the basic value seeker segment.
- Witnessed 25mn AED incremental top line revenue in the first year of launch.

**Title: Project Tourist at all terminals of Dubai airports targeting inbound visitors**

- Channel innovation which established for exclusive distribution Free SIM to all inbound travellers.
- Initiated exclusive project in close coordination with Department of Immigration & Citizenship Service.
- Successfully distributed 350K SIM cards every month with 10% revenue earning customers and 18mn incremental top line revenue within the first year of launch.

**With Vodafone**

**Title: DATA Capability Building**

- GMAT certification for 30K point of sale owners in the Op-Co.
- Increased efficiency at the point of sale and product recommendation fuelling ARPU growth of DATA subscribers and enhanced life cycle management.
- Launched capabilities to understand the last device owner ship of a customer with details like average selling price, OS, device make, screen size – could influence value proposition in a smatter way.
- Next best action - On pack and quota lapsed customer gets directed to a zero rated page which offers best fit booster / add on packs. Increased ARPU and user enhancement.

**Title: IMEI based differentiated acquisition products in the market**

- Prepared special Tie ups with low point of sales in low gross share markets.
- White listed IMEI s collected from the participating point of sales.
- Ensured mid- term exclusivity contract.
- Offered special / segmented acquisition product.
- Gained 6% Gross Add market share in weak markets, resulting to 0.7% overall gain in market share.

**Title: Dial for the deal**

**Objective: One 2 One deals for dealers and subscribers**

- Significantly reduced in churn with higher margins & maintained simplicity in experience.
- Marked an incremental adoption of 18% in the base in 6 months from the launch as well as 22% incremental ARPU among adopted base.

**Education**

**MBA - Masters in Business Administration (Sales & Marketing and Human Resource Management)** in 2001

Visva Bharati University, The Public Central University in India

**IT Skills**

- Advanced level skills in MS Office and Internet Applications

**Personal Details**

**Date of Birth:** 16th February, 1978

**Present Address:** Masakin Al Furjan. Block B. Ground 03. Dubai, United Arab Emirates

**Languages Known:** English and Hindi

**Nationality:** Indian

**Marital Status:** Married

**Passport Number:** Z3793885 issued by the Republic of India.

**Visa Status:** Residence Visa of the United Arab Emirates sponsored by the Emirates Integrated Telecommunication Company PJSC

**Driving License:** India, United Arab Emirates and International Driving Permit