

SHYAMSUNDAR GHOSH

Business Leader

ABOUT ME

With nearly 16 years of extensive experience in sales & marketing, team management, leadership, and agency as well as DS For DST teams, I have consistently driven growth and delivered exceptional results in the corporate landscape. As a seasoned professional, I possess a deep understanding of the intricacies involved in sales and marketing, coupled with a track record of building and leading high-performance teams.

Work Experience

- **Jan 2024 - State Head Agency West Bengal**
PIB Insurance Broker Pvt. Ltd.
- **Nov 2023 - Till Date : Advance Life insurance**
Brokers Pvt. Ltd. as Branch Manager
Location Durgapur Bardhaman Asansol
- **May 2023 - Oct 2023 : Axon Insurance Pvt.**
Ltd. Durgapur

Cluster Business Manager, Direct And Agency Vertical

- Attained a remarkable 110% target achievement, generating revenue of 13.22L, surpassing the assigned goal of 12L.
- Maintained a high level of engagement and motivation among the teams, resulting in 48PS (Point of Sales) and 39 active channel members.
- Demonstrated exceptional leadership and team management skills while overseeing a team of 11 direct channel members.
- Successfully set up medium and small retail formats, driving expansion and enhancing market presence.
- Acquired new customers for Insurance & Investment products, fostering business growth and revenue generation.
- Implementing strategies drive sales growth and achieve revenue targets through the direct channel members in the branch.
- Preparing regular reports on the branch's performance, channel member activities, and other relevant metrics for senior management.
- Proactively analyzed market trends, customer needs, and competitor activities, identifying opportunities for further growth and improvement.



CAREER TIMELINE

ICICI PRUDENTIAL LIFE INSURANCE
2007-2015, Senior Manager,
Durgapur (West Bengal)

1

CHOLA MANDALAM MSGI LTD.
2016-2018, Branch Head,
West Bengal

2

STAR UNION DIA CHI LIFE INSURANCE
June 2018 - November 2018,
Branch Head, West Bengal

3

TATA AIA LIFE INSURANCE
February 2020 - August 2020,
BAM, Durgapur

4

CARE HEALTH INSURANCE
October 2020 - August 2021,
ADBAM, Durgapur

5

SQUARE INSURANCE
August 2021 - August 2022,
Cluster Head, Rest of Bengal

6

RELIANCE NIPPON LIFE INSURANCE
September 2022 - February 2023,
Branch CDA Manager, Durgapur

7

AXON INSURANCE PVT. LTD.
May 2023 - October 2023,
Cluster Business Manager, Rest
Bengal

8

Advance Life insurance
Brokers Pvt. Ltd.
Nov 2023 - Jan 2024

9

PIB Insurance Broker
Pvt. Ltd.
Jan 2024 - Till Date

10

KEY RESULT AREAS

- Spearheaded impactful promotional activities, including local promos and roadshows, to enhance market visibility and successfully acquire new customers, resulting in a significant increase in sales.
- Demonstrated a strong talent for recruitment and ensured that the team of Insurance Advisors met and exceeded productivity targets, driving sales of life insurance and other investment products to both Retail and HNI customers in the West Bengal region.
- Led large-scale prospecting activities, meticulously analyzing the funnel to devise effective methods to convert leads into successful sales, optimizing the sales process.
- Effectively managed the entire customer lifecycle, from acquisition to revenue generation, and customer retention, while also overseeing the handling of payroll employees.
- Consistently achieved monthly, quarterly, and annual targets, effectively boosting market share and volume for insurance products within the assigned segments.
- Led and motivated a team of Relationship Managers, Agency, BDM, and Direct Sales personnel, ensuring they achieved their budgets and effectively managed the acquisition cost to the company.
- Monitored the performance of Relationship Managers and Sales Executives across all branches, generating various performance evaluation MIS reports for effective performance management and continuous improvement.

HIGHLIGHTS

- Achieved cross-sell targets of INR 56 lakh by implementing effective lead generation strategies and maintaining regular client engagement.
- Demonstrated exceptional sales skills, increasing sales volume by INR 10 lakhs within nine months of joining the organization.
- Orchestrated impactful market promotional programs such as roadshows and local promos, resulting in a remarkable 100% increase in sales.

Contact Info



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EDUCATION

Nagaland University | 2011-2014
B.Com

PERSONAL INFORMATION

Date of Birth: 6th October 1988

Permanent Address: Edison Road,
Durgapur-713363, West Bengal.

Languages: English, Hindi, Bengali

I hereby solemnly declare that the information mentioned above is true and correct to the best of my knowledge.