



SUDEEP KUMAR DAS

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Address: Bhubaneswar, Odisha, India

DOB:11-06-1983 | **Gender:** Male

Status:Married

SUMMARY

Dynamic and results-oriented sales professional with extensive expertise in insurance, including OEM/Dealership and bancassurance verticals. Proven success in developing and executing business strategies, managing high-profile events for global clients, and driving revenue growth. Skilled in strong partnerships, optimizing sales channels, and delivering tailored solutions in competitive markets.

WORK EXPERIENCE

Aug 2023- Oct 2024
1 year 4 Months

Holiday Inn Munich City Centre an IHG Group, Munich, Germany

Conference & Event Co-Ordinator (Marketing)

- Led business development initiatives across the UK, US, European Union, Asia, China, and Canada, resulting in increased sales and revenue.
- Act as the main point of contact for clients, ensuring timely responses to inquiries, preparing and signing the contract.
- Actively engaged in maintaining and updating social media accounts, CVENT, Booking.com, increasing the hotel's online presence and engagement with customers.

July 2021 – April 2023
1 Year 9 Months

SBI General Insurance Company Ltd, Bhubaneswar, Odisha

Associate Vice President (Bancassurance)

- Oversaw a ₹40 crore (GWP) annual portfolio, setting and achieving revenue targets across bancassurance channels, including penetration, renewal retention, cancellations, and complaint resolution, ensuring a positive impact on overall P&L.
- Formulated month-wise strategic plans with weekly breakdowns, collaborating with the team to proactively identify potential risks and operational challenges, and implementing targeted solutions to address barriers to success.
- Coordinated closely with cross-functional teams, aligning resources, optimizing processes, and maintaining a seamless workflow to support scalable growth across the bancassurance portfolio.
- Conducted in-depth analysis of zone- and cluster-level performance, generating regular reports on targets, forecasts, and sales metrics; provided actionable insights to management to inform key business decisions and strategy refinements.
- Increased revenue within existing accounts by enhancing product penetration, identifying new product opportunities, and expanding reach across retail and commercial insurance segments within each channel.

Sep 2014 – July 2021
6 Years 10 Months

IFFCO TOKIO General Insurance Company Ltd, Bangalore, Karnataka

Senior Manager-Marketing (OEM & Dealer)

- Generate business and building relationship through OEM channels & Dealer channel including manufacturers, dealers and corporate office.
- Regular performance reviews of renewals sales teams & initiating changes where ever required and accomplished 75% of renewal retentions.
- Develop and implement strategies to identify, acquire, and maintain tie-ups with OEMs and affinity partners, driving business growth and expanding market reach.
- Negotiate and finalize agreements, contracts, and MOUs with OEMs and affinity partners, ensuring compliance with company policies, industry regulations, and ethical standards.
- Monitor and analyze key performance indicators (KPIs) such as new business acquisition, customer retention, revenue growth, and profitability within the OEM/affinity tie-up segment.
- Conduct regular business reviews with OEMs and affinity partners, identifying opportunities for expansion, growth, and process improvement.

Aug 2012 – Sep 2014 2 years 1 Month	ICICI Lombard General Insurance Company Ltd, Bhubaneswar, Odisha Manager Sales- GEO Vertical
	• Drove revenue growth by strategically expanding business through agent networks, channel partnerships, and Bancassurance collaborations, ensuring effective outreach across motor and non-motor insurance products. • Strengthened relationships with a wide array of partners, including two-wheeler and private car dealers, commercial vehicle dealerships, and banking partners to maximize insurance sales and cross-selling opportunities. • Achieved a balanced product mix by aligning branch targets with business plans, ensuring a profitable distribution of motor insurance (including two-wheeler, private car, and commercial vehicle policies) alongside non-motor insurance such as Marine, Fire, Group Health Insurance (GHI), and Group Insurance.
Aug 2011 - Aug 2012 1 Year 0 month	Future Generali India Life Insurance Company Ltd, Bhubaneswar, Odisha Business Manager (Sales)
	• Led end-to-end customer acquisition efforts, driving the entire sales cycle from cold calling, prospecting, and lead generation through to deal closing and post-sale client engagement, ensuring high customer retention and satisfaction. • Developed and executed monthly business plans aligned with organizational targets, tracking performance metrics and optimizing strategies to consistently meet and exceed sales goals. • Recruited, trained, and provided ongoing support to the sales force, empowering team members to excel in the mall-assurance vertical. • Spearheaded mall-assurance initiatives, strategically positioning products to capture high footfall areas and expanding brand presence within retail environments.
Jan 2011 - July 2011 6 Months	ICICI Securities Ltd, Dhanbad, India Branch Manager (Retail Sales)
	• Led branch operations with a focus on selling advanced trading software, driving retail sales initiatives, and achieving revenue growth across multiple product lines. • Managed and executed comprehensive sales strategies, including product demos, customer consultations, and customized pitches, to promote and increase adoption of trading software among retail clients. • Developed branch-level sales plans to consistently achieve or surpass targets, monitored key performance indicators (KPIs), and adjusted tactics as needed to align with evolving market dynamics.
July 2009 - Dec 2010 1 Year 6 Months	ING Life Insurance Company Ltd, Bhubaneswar, Odisha Senior Territory Manager (Alternate Channel)
	• Developed and executed B2C sales strategies specifically tailored to cooperative banks, driving growth in Gross Written Premium (GWP) by effectively targeting deposit and loan customers. • Built and maintained strategic partnerships with cooperative banks to enhance ING Life's brand presence, secure product placements, and maximize bancassurance channel performance. • Organized regular training sessions for cooperative bank employees, equipping them with essential knowledge on insurance policies, benefits.
May 2006 - July 2009 3 Years 2 Months	SBI Life Insurance Company Ltd, Bhubaneswar, Odisha Senior Business Development Executive (Bancassurance)
	• Developed and executed high-impact sales strategies, fostering strong relationships with key bancassurance channel partners (SBI Branches) to boost market penetration and maximize revenue. • Coordinated closely with SBI branch managers and staff to align insurance product offerings with customer needs, ensuring a seamless integration of life insurance solutions within existing banking services. • Conducted regular branch visits and sales training sessions to empower SBI staff with the knowledge and tools needed to effectively cross-sell life insurance products, driving increased lead generation and sales conversions.

PROJECTS	
2022-2023	Digital Marketing Kidzvilla School , Website Designing, Live & Google Analytics
EDUCATION	
2022 - 2022	Digital Marketing (SEO, Marketing Campaigns) Dizital Sqaure, Bhubaneswar
2004 –2006	(MBA) Master in Business Administration (Marketing and HR) KIITs University, Bhubaneswar
2004 - 2004	Import & Export Management Birla Institute of Management, Kolkata, WB
2000 –2003	Bachelor of Commerce (Management) Utkal University, Bhubaneswar
TECHNICAL SKILLS	
	Digital Marketing: Web Designing, Search Engine Optimization (SEO) , Social Media Marketing, Google AdSense, WordPress & Canva Event Planning (LinkedIn Certification)
LANGUAGE SKILLS	
	English- Proficiency Odia- Proficiency Hindi-Proficiency Bengali- Intermediate German- Basic

Thanks, and Regards,

Sudeep Kumar Das
Bhubaneswar, Odisha

18/11/2024