
SHALLY PHONSA

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Business Development Manager

Profile

Professional Business Analyst with 4+ years of experience in Business Development processes. An efficient multi-tasker with an ability to shoulder important responsibilities and carrying them out to the hilt. I have expertise in gathering & defining business requirements while managing the risks to improve business processes.

Work History

Nov 2019 - Present

Business Development Manager - Central Supply

OYO Rooms

- Responsible for P&L driven decisions for the assigned Portfolio.
- Identifying and finalizing new properties, and for maintaining the relationship with all stakeholders to run these properties profitably
- Responsible for end-to-end business development of the assigned portfolio; includes planning and building short-term and long-term supply
- The cross-functional approach through coordination with multiple teams in inter and Intra geographies
- Creating a balance in inventory growth and demand to ensure optimization.
- Proposes potential business deals by contacting potential partners; discovering and exploring opportunities
- Manpower Handling and supervision of various works effectively and efficiently.
- Dealing with front-end customers, managing the issues.
- Handling existing Oyo Properties in North Region in "Pilot Project" and responsible for the expansion in that region.

May 2018 - Nov 2019

Executive - Partner Business

Stellar Information Technology Pvt LTD

- Manage a complete portfolio of Stellars product offerings in mobility and workstation line.
- Ensure easy and hassle-free product delivery of custom applications to partners.
- Collaborate between cross teams to ensure delivery of the product is smooth and without any roadblocks.
- Taking care of Affiliate Business which includes recruitment of new affiliates, onboarding, meeting sales target and scaling up business with existing affiliates.
- Understanding of affiliate networks like CJ, ShareaSale, Avangate etc.
- Increase market share by regular partner communication and solving all their challenges.
- Able in managing CRM Tools like Element 5 and ZOHO CRM.
- Relationship maintain with all the Reseller Partners like SoftwareONE, SHI, Zones, Insight etc.
- Own end to end stages in Partner Management.
- Manage seamless communication between cross-department teams.
- Initiate the release of a new product to Key Partner Accounts and providing them with all relevant collateral required.
- Analyze and study partner credit revenue reports

Jan 2017 - May 2018

Online Sales Manager

OHO Holidays

- Perform routine engagement with regular and seasonal customers.
- Lead generation of new vendors from all around the world like Rayna Tours, Bali Dreams, Travel boutique and island hopper.
- Maintain a relationship with the vendors.
- Set up client meetings and prepared marketing strategy outlines for upcoming months
- overachieved the targets on a monthly basis.
- Expert in many of the fields.
- Consistently earn the highest rating in customer service satisfaction
- Coordinated and responded to complex customer Internet sales requests, resulting in increased sales and customer satisfaction.

Nov 2016 - Jan 2017

Online Sales Trainee

Antilog Vacations

- Perform routine engagement with regular and seasonal customers.
- Meet the Targets on a monthly basis.
- Maintained a 15% conversion rate from leads to appointments using a consultative sales approach.

Training Undertaken

June 2015 - July 2015

Performance Appraisal System

U-flex Ltd., Jammu

Based on the performance of their task ranking was given, on that basis training was provided for the betterment of their career as well as for the organization.

Jan 2014 - May 2014

BTS Installation & Commissioning

Ericsson India Pvt. Ltd., Jammu

Technology used: Huawei BTS3012 & Power Boost Technology (PBT)

BTS was installed to support GSM900M, 1800M, 1900M.

May 2012 - June 2012

GSM

BSNL, Jammu

Technology used: OCB, Intranet, Wifi, Optical Fiber Transmission System.

Depth Knowledge of Telephone Exchange

Education

2014 - 2016

M.B.A

Chandigarh University

Masters of Business Administration in HR & Marketing.

CG PA- 7.78

2010 - 2014

Bachelor of Technology

CGC Gharuan (Punjab Technical University)

Bachelors to Technology in Electronics & Communication Engineering(ECE).

Percentage : 69.04%

2009 - 2010 High School Certificate
CBSE
From Army Public School Kaluchak, Jammu.
Percentage: 65%

2007 - 2008 Senior Secondary Certificate
CBSE
From Army Public School Kaluchak, Jammu.
Percentage: 63.4%

Skills

Project Management

Contract Negotiation

Relationship Management

Supply chain Management

Emotional Intelligence

Research & Strategy

Planning Analysis

Account Management

Achievements

- Top performers in OYO Rooms on the basis of annual performance and nominated for OYO's Leadership program.
- Remote Rockstar in OYO Rooms for consecutive two months.
- The organizer of CU FEST 2K13.
- First prize in SOCIAL MEDIA held hosted by Chandigarh University, Mohali 2015
- Participated in RURAL & SOCIAL expectations from Union Budget 2015-16 hosted by Chandigarh University, Gharuan Mohali.
- Participated in ROBOTICS workshop at Chandigarh Engineering College, Mohali.

Languages

English, Hindi, Punjabi, Dogri

Interests

Playing Badminton | Eating Delicious Food | Movies & Music | Learn/Try New Things | Cooking|