

## Dr. Sunmeet Banerjee

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### Career Objectives:

Senior academic and / or administrative position in a progressive institute that fosters new learning, endows with initiative, and renders platform to utilize my skills for the growth and progress of the institute and students.

### Academic Background:

- Awarded doctoral degree (**PhD**), University of Rajasthan, Jaipur, 2010 (Submission 09).
  - Master of Business Administration (**M.B.A – Ist Div**), from A.P.S. University, Rewa, 1991.
  - Bachelor of Commerce (**B.Com – IInd Div**) from R.D. Vishvidhyalaya, Jabalpur, 1987.
  - **PhD Guide**, JJTU, Rajasthan since 2013.
- Pursuing Executive Program in Management (**EPM MHRM**) from Shailesh J. Mehta School of Management (**IIT, Bombay**).

### Professional Snapshot:

Twenty years of cross cultural experience with a proven track record of achieving exceptional results. Five years of academics in Business schools and fifteen years in Sales, Marketing and Business Development with prestigious organizations like the **B. K. Birla, Singhania group** etc.

I bring a lot of real life scenarios based on extensive corporate experience into my sessions, making them pertinent and realistic for the learner. Energetic self-starter with excellent organizational, communication and networking skills.

I was invited regularly by Doordarshan Jaipur in a motivational program “Yuv Tarang”.

#### Associate Professor – DR VN BRIMS, Thane

(July 2014)

Senior teaching resource in **Dr. V. N. Bedekar Institute of Management Studies**, a progressive B school for MMS and PGDM programs. I am also heading e-Cell, FDP-MDP, Corporate Interface, Industrial Visits, Journals and Publications etc.

### Career Contour:

#### Associate Professor – S.I.M.S.R, Mumbai

(January 13 to June 14)

Senior faculty in **Sasmira's Institute of Management Studies & Research**,

- Sessions on Marketing Management, Entrepreneurship etc. - MMS & PGCM (eMBA).
- Head of recently commenced Management Development Program cell (organized FDP on Innovative methodologies for teaching business studies).

- Editor of Sasmira's Business Review, ISBN journal (sustainable business practices).
- Faculty member, NEN India.
- Ten publications and paper presentations, attended two FDP's in 2013.

**Professor – C.I.M.S.R, Mumbai**

**(January to September 12)**

Senior faculty – PGDM, **Chanakya Institute of Management Studies & Research, Mumbai.**

- Sessions on Advanced Marketing Management and Entrepreneurship Management.
- Facilitated meeting and signing of M.O.U with California State University, U.S.A.
- Editor of the newly launched Insight Magazine.
- Providing support and expertise to corporate department for admissions.

❖ **Break during this period is due to car accident**

**Associate Professor and Head – Career Development Cell - IILM, Jaipur**  
**10)**

**(October 08 to March**

- Conducted sessions on Organisation Behaviour, Business and Marketing Management and Personality Enhancement.
- Head of Career Development Cell responsible for training, placement and aspirations of students.
- Maintaining strong corporate interface and networking.
- Conducted Open Skill building workshops for students on presentation skills and preparing for an interview. These sessions were based on the core theme of 'Building you own Personal Brand'.
- Provided guidance to the students for developing their competencies as well as making them familiar with different career opportunities.
- Carried out the Managerial as well as Administrative duties i.e. serving as the Head of the Department.

**General Manager – Vignette Advertising Pvt. Ltd., New Delhi**

**(August 04 to September 08)**

- Profit center head of corporate office for revenue, sales, collection and growth.
- Liaison and public relations for customer relationship building and expanding clientele.
- Exploring new avenues for business development.
- Over all administration of office.
- Profit planning, cost control, HR policies, strategic decision making.
- Reporting to Managing Director.

**Assistant Professor and Coordinator-Management- C.I.I.T.M, Jaipur**

**(March 03 to June 04)**

Core Faculty and in-charge of Training, Industry Interface and entire co-ordination activities of the Management (MBA) program of the institute.

I was holding additional responsibility as Chief Warden of girls and boys hostel within the campus.

**Regional Manager – Marketing, J.K. Udaipur Udyog Ltd, Ahmedabad**  
**03)**

**(June 01 to January**

J.K.U.U.L is part of the Singhania Group into manufacturing and marketing of cement. The company had a state of the art manufacturing unit at Udaipur.

**Key responsibilities:**

- Achieving monthly sales and collection targets.
- Strengthening dealer's network and improving existing setup.
- Maintaining and enhancing relations with private and state owned bodies.
- Credit Management and ensuring prompt collections.
- Generating new business, formulating strategies for entering new markets.

**Senior Manager – Business Development, Rajni International, Ahmedabad (June 98 to May 01)**

The organization represents world leaders in combustion technology – Bentone AB, Sweden, Max Weishaupt GmbH, Germany and Stordy CEL, England in India and three countries. It has 14 regional and branch offices and markets industrial burners, allied equipment and undertakes turnkey projects for energy efficient and environment friendly combustion technologies in India and abroad.

**Key responsibilities:**

- Development of new business in Gujarat and Rajasthan comprising of industries, traders and dealers.
- Setting of targets for Sales of equipment and of spares for the team and providing guidance and motivation towards their achievement.
- Ensuring world class after sales service in the region and generating income through Annual Maintenance Contracts.
- General Administration of the Ahmedabad corporate office.
- Recruitment, training and development of sales and after sales personnel.

**Deputy Manager – Sales, Mangalam Cement Limited, New Delhi (March 92 to June 98)**

The company is into manufacturing and marketing of cement and belongs to the B. K. Birla Group having interests in textiles, tea, tyres and cement etc. After induction as Management Trainee in the plant located in Rajasthan, I was based in the New Delhi office.

**Key responsibilities:**

- Assisting and monitoring of all Sales and Marketing activities in the northern region comprising of Delhi, Haryana, West U.P., Punjab and J&K.
- Responsible for dealer development and expanding to new markets by appointing sales promoters opening branch offices and recruitment and training of sales depot personnel.
- The work entailed Pricing, Sales forecasting, Planning, Sales promotion and Distribution.
- Direct sales to large industries, builders and institutions like D.D.A, M.C.D- tender and follow up.

**Personal:**

- Married, Birth-date: 25/08/1968. Hobbies include reading, writing and travel.