



# Basavaraj Mukesh

+91 99412 66601 | support@resumewriterindia.com | Bangalore - 560008

## Executive Summary

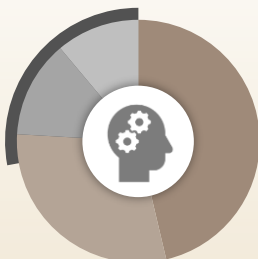
With over 15 years of progressive experience in the financial sector. Possesses great skill in the areas of planning, organizing and directing wide range of sales & marketing, training, Operational and Administrative activities. Adept at working to efficiently achieve organizational goals in both group and independent environments. Personable with a client-focused demeanour.

A proven track record in linking corporate vision to the delivery of desired results through people empowerment and effective use of resources, processes and technologies. Demonstrated ability to plan, develop and manage investment portfolios with keen focus on maximizing gains while maintaining appropriate risk tolerance levels. **Specializes in Distribution Strategy Formulation, P&L Management, Bullion Operations, Business Acquisition, Operations, Budget Development/ Implementation, Portfolio Management, Risk Evaluation, Market Research, Key Account Management, Team Leadership and Training & Development.** Deft at providing support to investors in selecting appropriate banking products as per their investment needs. Demonstrated ability to motivate staff to maximum productivity and control costs through the most effective uses of manpower and available resources. Expertise in building large capacities from scratch with process/ product expertise coupled with executive management and hands-on delivery skills. Self-starter with proven expertise to set up retail loan operations, establish company brand coupled with excellent track record of driving business operations to profitability in start up, turn around, and high growth situations.

## Core Competencies



- Product Management
- Cross Functional Coordination
- Market Intelligence & Trends
- Team Management



## Career Timeline

- **21<sup>st</sup> June 2018 - Till date** | Area Regional Head  
PNB MetLife India Insurance Co. Ltd
- **January 2007 - June 2018** | SBI Life Insurance Co. Ltd
  - April 2017 Promoted as Area Sales Manager (Vice President Cadre) Which is one level above from Area Sales Manager (Vice President Cadre)
  - April 2015 Promoted as Area Sales Manager (Vice President Cadre) from Senior Divisional Sales Manager (Associate Vice President Cadre)
  - April 2013 Promoted as Senior Divisional Sales Manager from Divisional Sales Manager
  - April 2011 Promoted as Divisional Sales Manager from Senior Branch Sales Manger
  - April 2010 Promoted as Senior Branch Sales Manager from Branch Sales Manger
  - April 2008 Promoted as Branch Sales Manager from Territory Manger.
  - April 2007 Promoted as Territory Manager from Unit Manage
- **December 2004 - November 2005** | Field Sales Officer  
Honkong & Shanghai Banking Corporation Limited (HSBC)  
(Retail Assets), Mumbai
- **July 2004 - December 2004** | Probationary Sales Officer  
Standard Chartered Finance LIMITED  
(100% Subsidy of Standard Chartered bank (Personal Loan Division), Mumbai)

## Signature Skills

- Sound Leadership Quality
- Possess excellent sales presentation and organizational skills.
- In-depth knowledge of the processes and procedures of conducting corporate trainings in the entire cross functional departments.
- Experience in evolving and implementing various sales strategies, executing admin decisions
- Sound knowledge of implementing newer ideas to maximize the profitability.
- Excellent communication skills with an ability to relate to people across all hierarchical levels in the organization.
- An active listener having an empathetic approach towards subordinates.
- Have acquired proven expertise in the planning as well as coordination of events.
- Excellent stress management abilities with proficiency in adapting to dynamic environments.
- Implement best practices that consistently deliver outstanding results
- Possess excellent time management and interpersonal skills
- Multitasking ability to prioritize the work and manage complex situation under aggressive timeline
- Proficient at working in high pressure environment with strict deadlines and multiple deliverables
- Planning and implementing competent strategies to meet pre-determined business objectives and targets

## Certifications

**2009**

Management Development Program- IIM Indore

**2010**

Managerial capability building program in IIM Mumbai

**2011**

MDP on personal and leadership effectiveness- XLRI Jamshedpur

**2015**

MDP on leadership effectiveness in Team Building - IIM Kozhikode

## Current Leadership Curve

**Presently Working with PNB MetLife Insurance Co. Ltd as Area Regional Head in a Senior Level based at Bangalore, Karnataka State heading South 2 (3 States Karnataka, AP & Telangana) for agency channel, Zone comprises of 36 Units Handling a team of 5 Regional Managers, 8 Cluster Heads, 28 Branch Managers, 147 Sales Managers**

- Planning, Budgeting, Execution of the designing strategies & Effective Implementation
- Planning to development of the business, identifying opportunities to develop sales force
- Prepare Sales Approaches and Sales strategies.
- Recruiting & staffing of 15 Branches
- Training and motivating the Regional Managers, Cluster Heads, Branch Managers, & Senior cadres Front line sales managers,
- Identifies the suitable Corporate for tie-ups so as to promote the business and implements needed training activities for employees in all the cadres
- To provide accurate and timely updates about the industry updates, Indian markets and Global markets

## Awards Received

- Award for being No. 6 AREA in PAN INDIA Branch in all the parameters – 2016-17
- Secured No.3 position PAN India -2015
- Award from the country head Corporate Communication for being the number 1 in LMS conversion in PAN INDIA-2015d
- EXCELLENT rating for all the branches of the division in audit. Which is a record in PAN India-2015
- Award for both top performing branch & the division in the region from regional Director-2015
- Ranked 2<sup>nd</sup> in the Region & Ranked 6 In PAN INDIA under 6 UM Category Branch-2014
- Award for top performing branch in the region from Executive Director-2014
- Created 7 MDRTS & Stood No 1 in the state in creating highest MDRTs RE
- Resurrection award from the executive Director in 2013
- Award for top performing branch in the region from regional Director-2012
- Awarded champion of the region in Jan 2011 for being topper in 6 UM Category-2011
- Champion of the region in Feb 2011 for being topper in 6 UM Category-2011
- Ranked No.2 in Karnataka state with 99.82% completion of policies-2010

## Key Performance Indicators

- Liaising with Operations Leads and Stakeholders across different geographies on day-to-day delivery and meet structured deliverables deadlines. Mentoring Change Management including automation initiatives including transformation and robotics, and drive productivity milestones
- Ensuring that the service levels relevant to client service are adhered to.
- Suggesting enhancements that will improve process efficiency at the client and the bank side.
- Providing support with a focus on standard and high frequency procedures.
- Securing smooth handover to other parties involved in service request resolution by providing relevant information.
- Monitoring and tracking the solution path of their own service requests and acts proactively towards the client if the predicted time for resolution cannot be met.

- Negotiating price & delivery schedule with the concerned/respective vendors.
- Handling front line banking operations and marketing of bank products and substandard loan recovery.
- Managing the delivery schedule of the concerned employees on follow up with the vendor along with processing and releasing the payment through finance department.
- Delivering quality financial advice to clients and investors and helping clients and investors in grow, diversify and protect their acquired wealth and investments.
- Keeping up to date with developments in the financial markets and their impact on portfolios.
- Developing marketing material and compiling basic company valuations using market multiples.
- Identifying potential investors along with carrying out assessments of underwriting risks

## Significant Contribution

### PNB MetLife India Insurance Co. Ltd

#### Regional Head

- Effective team management including recruitment and development o all direct reports undertaking performance appraisals.
- Recommendations to improve upstream and downstream process and procedures

### SBI Life Insurance Co. Ltd

#### Manager in Senior Position (Vice President Cadre)

Area Sales

*Award for being No. 6 AREA in PAN INDIA Branch in all the parameters.*

- Building a full-scale sales operation from the ground up; duties that includes establishing database systems, recruitment, as well as developing sales and marketing strategies.
- Managing 15 Branches, its administrations & Operations to ensure smooth functioning.

### SBI Life Insurance Co. Ltd

#### Senior Divisional Sales Manager

*Received 10+ awards while working in as a Senior Divisional Manager*

- Performing market analysis to qualify the potential clients and providing them a customized plan needed to drive the overall sales and increase revenue.
- Hiring and training staff to generate / increase the sales

### SBI Life Insurance Co. Ltd

#### Divisional Sales Manager

*Helped in setting and functioning of the branch*

*Implementing strategies and developing sales action plans to deliver revenue, profit and improve efficiencies for the division*

- Establishing and maintaining key relationships and business contacts within the community and targeted industry segments to create opportunities for growth.

### SBI Life Insurance Co. Ltd

#### Senior Branch Sales Manager

- Managing communication stream
- Developing and executing marketing

### SBI Life Insurance Co. Ltd

#### Branch Sales Manager

- Taking the ownership of early delinquencies and working close with the team to resolve the issue
- Providing, coaching, mentoring, training initiatives to enhance sales performance

### SBI Life Insurance Co. Ltd

#### Territory Manager

*Achieving First Premium of Rs. 7.2Cr (FYP) Collected Premium as against the target of 3.5Cr.*

- Recruiting top performers and guiding them through the entire journey
- Initiating and cultivating communication with interested organisations.

### SBI Life Insurance Co. Ltd

#### Unit Manager

- Recruiting teams of Insurance Advisors, train, retain and motivate them
- Execute performance goals, utilizing performance measurement tools and executing a consistent performance management process.

### Hongkong & Shanghai Banking Corporation Limited (HSBC) (Retail Assets), Mumbai

#### Field Sales Officer

*Coordinating sales & promotional activities through HSBK's door-to-door distribution*

- Arranging appointment with clients

## Education

Standard Chartered Finance LIMITED (100% Subsidy of Standard Chartered bank (Personal Loan Division), Mumbai  
MBA (MARKETING & HR) from KLE's IMSR, Hubli Karnataka University, Dharwad, 2004

- B. Sc (Computer Application) from P. G. Jinn Science College, Hubli Karnataka University, Dharwad 2002
- Coordinating with existing dealers of the company