

SABARNA ROY

Persuasive & influential Sales Professional with expertise in adding value to the organization by managing new/existing markets with high business profitability. Showcased proven skills in devising business strategy and collaborating with key decision-makers for **projects, products and concept selling**; targeting for Senior level assignments in **Business Development** with an organization of high repute



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Kolkata

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PROFILE SUMMARY

- **Visionary Leader & Business Development professional** with **over 3 decades** of experience in **Business Development, Solution Selling, Concept Selling, Key Account Management, Pre-Sales, Customer Engagement & Support** with an aim to accomplish organizational objectives
- **Solutions Expert** with skills in supervising variety of activities such as designing solutions as per client needs, providing pre-sales support, enabling sales, implementing process automation, engineering and so on
- **Delivered outstanding business growth outcomes** in highly competitive/challenging Indian markets and provided multiple digit growth of revenue, fueling marketplace presence, retaining account base and cementing the organization's presence in the Regional, Zonal and National markets
- **In-depth knowledge of various pipe materials** required for transportation of water, wastewater, irrigation water, and industrial water
- **Rich experience in providing differentiated product propositions** & solution based approach to clients that focuses on resolving their needs, thereby creating a win-win situation and foundation for long-term client retention
- **Leader & Organizational Change Agent:** Delivered business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth; exceptional communication skills as well as a highly developed collaborative nature

EDUCATION

Honorary Degree of Doctor of Arts from Universidad Azteca, Chalco, Mexico in 2022

Bachelor's in Civil Engineering from Jadavpur University, Kolkata, India in 1988

COMPETENCIES

Sales & Business Development	<div style="width: 90%;"></div>
Concept Selling/Consultative Selling	<div style="width: 85%;"></div>
Key Account Management	<div style="width: 95%;"></div>
Revenue Generation/P&L Management	<div style="width: 80%;"></div>
Contracting & Bidding	<div style="width: 75%;"></div>
Product Development	<div style="width: 85%;"></div>
Branding & Promotion	<div style="width: 90%;"></div>
EPC Project Sales & Management	<div style="width: 95%;"></div>
Techno-commercial Operations	<div style="width: 85%;"></div>
Quotations/Technical Documentation	<div style="width: 70%;"></div>
Market Research & Analysis	<div style="width: 80%;"></div>
Team Building & Leadership	<div style="width: 90%;"></div>

CAREER TIMELINE





WORK EXPERIENCE

Since Feb'96| Electrosteeel Castings Limited, Kolkata as Senior Vice President (Business Development)

Key Result Areas:

- Directing end-to-end business development activities including technology solutioning, pre-sales and tender & bid management, product management activities for Business Units
- Demonstrating proposals to clients, providing solution strategy support encompassing briefing on client feedback/insights to help them in developing customer-specific strategies
- Assessing and managing different Indian, International, European, and American Standards of Practice for various pipe materials
- Managing mechanical, electrical, instrumentation, civil and structural teams of engineering, apart from administration, policy, corporate communication and financial/accounting teams
- Rendering pre-sales assistance & product education to the potential clients
- Collaborating with the C-level Executives and delivering presentations articulating the value proposition of product, solution & service offerings
- Preparing proposals & quotations for the clients according to their requirements and negotiating contract terms
- Rich exposure in various contracting including Supply Contracts, Works Contracts, EPC Contracts, PPP/BOT/Hybrid Annuity Contracts; economizing & balancing power and water flows in integrated water supply systems and Operations & Maintenance including SCADA/Telemetry
- Administering techno-commercial operations involving generation & analysis of enquiry, offer submission, technical & commercial negotiation, erection & post order monitoring of the order
- Acting as a single point of contact to customer for project; managing multiple projects including planning, estimation, scheduling, documentation and completion within agreed timelines
- Coordinating with Government for policy changes towards developing eco-friendly and sustainable projects based on long-term Carbon Footprint; liaising with Ministry of Jal Shakti, Ministry of Housing & Urban Affairs, CPHEEO, DDWS, and NEERI
- Designing on the basis of FIDIC Contracting Laws and finalizing on the basis of International Competitive Bidding
- Economizing & balancing power and water flows in integrated water supply systems and Operations & Maintenance including SCADA/Telemetry
- Mentoring & monitoring the performance of diverse, multi-cultural team to ensure efficiency in process
- Evolving competency among the team members; managing appraisal process across the levels; conducting interviews to recruit the right talent & resources



PREVIOUS EXPERIENCE

Jan'95-Dec'95| Humphreys And Glasgow, Kolkata as Principal Engineer (Civil and Structure)

Jan'92-Dec'94| Subhash Projects and Marketing Limited as Manager (Engineering and Project Management)

Jul'88-Dec'91| DC Industrial Plants Services Limited as Senior Design Engineer

Publications

- Articles on Ductile Iron Pipelines and Framework Agreement Methodology
- Technological Trends in Water Sector for a Sustainable Solution
- Emerging Environmental Technologies and Policies

Professional Affiliations

- International Commission on Irrigation and Drainage
- Confederation of Indian Industries
- Indian Chamber of Commerce
- Central Board of Irrigation and Power
- Indian Geographical Committee of International Water Resources Association
- Society for Near Surface Geophysics
- Calcutta Business School
- Engage India
- JIS Group of Institutions



PERSONAL DETAILS

Address : Hiland Woods, 10G, Birch-I, New Town, Rajarhat, Action Area – IIC, Kolkata – 700157, India
 Languages : English, Hindi & Bengali
 Date of Birth : 15th December 1967