
Professional Summary

- Multi-task oriented professional with **12+ years of experience in business development, SMB business acquisition, growth management, team leadership, and customer service** within the **logistics and supply chain industry**.
- Proven success in acquiring and expanding **Small and Medium Business (SMB)** accounts, driving consistent revenue growth and market penetration.
- Expertise in **logistics solutions selling**, client onboarding, and end-to-end relationship management.
- Adept at leading **cross-functional teams** and executing go-to-market strategies tailored for the logistics sector.
- Highly **adaptable and performance-driven**, with the ability to multitask and deliver under pressure.
- Strong skills in **reporting, data analysis, dashboard creation, and app-based presentations** to support business decisions.
- Excellent **communication and stakeholder engagement abilities**, with a focus on long-term client retention and satisfaction.

Skills

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|--------------------------|----------------------------------|
| ➤ Growth Management | ➤ Market Penetration |
| ➤ Business Development | ➤ Channel Development |
| ➤ Geographical Expansion | ➤ Client Acquisition |
| ➤ Revenue Growth | ➤ Territory Management |
| ➤ Team Leadership | ➤ KPI Monitoring |
| ➤ Sales Training | ➤ Operational Efficiency |
| ➤ Product Training | ➤ Budgeting & Forecasting |
| ➤ Vendor Management | ➤ Negotiation Skills |
| ➤ Strategic Planning | ➤ Cross-functional Collaboration |
| ➤ P&L Management | ➤ Competitive Analysis |

Total Work Experience (12+ Years)

❖ **WheelsEye Technologies Pvt. Ltd.**

Zonal Manager - Acquisition | Logistics

May 2024 – Present | Delhi-NCR & Multi-City Operations

Dynamic and result-oriented Zonal Manager with proven expertise in leading large-scale B2B operations, driving SMB acquisitions, and scaling high-performance teams across urban and emerging markets. Successfully led expansion initiatives in multi-city logistics markets, with a deep focus on the NCR region. Adept at P&L ownership, team leadership, market penetration, and customer acquisition strategies. Known for reducing CAC, increasing revenue, and building sustainable regional growth models.

Key Responsibility Areas (KRAs):

- **Team Leadership & People Development:**
Lead a cross-functional team of 120+ professionals, spanning Regional Managers, and Area Managers. Implement structured onboarding, performance metrics, and continuous training programs to enhance team productivity and retention.
- **SMB Acquisition Strategy:**
Drive end-to-end acquisition of Small & Medium Businesses (SMBs) across the NCR region through hyper-local strategies, targeted sales approaches, and focused customer engagement plans.

- **Business Expansion & Market Penetration:**
Spearhead geographical expansion and launch new territories by conducting market analysis, customizing go-to-market (GTM) strategies, and executing location-specific sales operations.
- **Revenue Growth & P&L Ownership:**
Manage zonal Profit & Loss responsibilities with a focus on sustainable growth and operational efficiency. Achieved consistent revenue acceleration and improved profitability year over year.
- **Customer Acquisition Cost (CAC) Optimization:**
Achieved a 20% reduction in CAC through intelligent customer segmentation, optimized sales funnel management, and cost-effective marketing strategies.
- **Cross-Functional Collaboration:**
Coordinate with Product, Marketing, Finance, and Central Operations teams to align zonal goals with organizational KPIs and ensure seamless execution of strategic initiatives.

Key Achievements:

- Scaled B2B operations from a single-region model to a multiple city presence; led city launches in Bengaluru, Mumbai, and Pune.
- Increased revenue 3x in 2 years through refined market strategy and execution.
- Successfully launched operations in 3 major cities within one financial year, expanding footprint by 40%.
- Improved team productivity by 30% through structured training and mentoring programs.
- Boosted SMB acquisition by 50% in new markets via tailored sales approaches and local alliances.

❖ **Shiprocket Cargo (Bigfoot Retails Pvt Ltd)**

Manager - Acquisition | Logistics

Dec 2023 – Apr 2024 | Gurgaon

Worked with **Pickrr Technologies (a part of Shiprocket Cargo)** to drive B2B logistics solutions including PTL, FTL, Long Haul, Intracity & Intercity services across India.

Key Highlights:

- Delivered **tech-enabled logistics solutions** (PTL, FTL, Air Cargo) to manufacturers, traders, marketplaces, and enterprise clients.
- Conducted **client meetings (in-person & virtual)** with BD Managers to showcase dashboards, explain services, and onboard new customers.
- Drove **Pan-India express distribution** for surface and air cargo, enabling faster B2B movement.
- Collaborated with the sales team & BDMs to **generate leads, acquire new clients, and expand market reach**.
- Managed a team of **15 Business Development Managers**, ensuring sales targets and process compliance through regular reviews and strategy sessions.
- Worked cross-functionally with **operations and tech teams** to optimize first-mile, mid-mile, and last-mile processes.
- Helped clients adopt **SaaS-based logistics platforms**, improving their operational efficiency and visibility.
- Played a key role in **process improvements**, strategic planning, and enhancing customer experience.

❖ **WheelsEye Technologies Pvt. Ltd.**

Territory Manager - Acquisition & Retention | Logistics

Jan 2020 – Dec 2023 | Faridabad-Noida-South Delhi

As a Territory Manager at WheelsEye Technologies, I was responsible for leading end-to-end business operations, sales execution, partner development, and cross-functional alignment across my assigned territory. I played a pivotal role in scaling the region's revenue, expanding the partner ecosystem, and optimizing internal processes to drive sustainable growth.

Key Responsibilities:

- Owned regional P&L, sales targets, and market expansion strategy.
- Onboarded and managed enterprise clients such as **Coca-Cola, Tata Steels, Studds, Parle, Relaxo**, etc.
- Led a team of **15 Area Sales Managers & 5 Key Account Managers** across multiple zones.
- Recruited and trained sales talent, ensuring performance alignment and growth readiness.
- Coordinated with Operations, Finance, Tech & Supply Chain to ensure seamless partner onboarding and service delivery.
- Conducted daily reviews and weekly con-calls to ensure sales hygiene and execution discipline.

Key Result Areas (KRAs):

- Revenue & Market Share Growth
- Partner Onboarding & Enterprise Sales
- Sales Team Expansion & Performance Management
- Cross-functional Alignment & Escalation Resolution
- Process Optimization & Operational Efficiency

Key Achievements:

- Achieved **200% revenue growth** over tenure.
- Onboarded **200+ major SMBs and Large Enterprise clients** across manufacturing, FMCG & logistics sectors.
- Ensured **consistent month-on-month sales growth** across the region.
- Scaled and managed a high-performing sales team with a strong process-driven culture.

❖ One97 Communications Ltd. (Paytm)

Assistant Manager - Business Alliances | Oil & Gas Payment Gateway

Dec 2015 – Jan 2020 | Delhi-NCR & Multi-City Operations

Key Responsibilities:

- **Strategic Alliances & Key Account Management:**
Managed partnerships with major Oil & Gas corporations (HPCL, IOCL, BPCL, IGL, Adani Gas, HCG), ensuring seamless integration of Paytm's digital payment solutions at retail fuel networks.
- **Multi-City Launch & Expansion:**
Successfully led the **launch and expansion of Paytm Wallet & Payment Gateway services across multiple Tier 1 & Tier 2 cities**, driving adoption through local partnerships, rapid onboarding, and market activation strategies.
- **Team & Leadership Management:**
Led and mentored a team of **5 Team Leaders and 40+ Field Sales Executives** across regions; implemented performance tracking, regional planning, and execution frameworks to ensure consistent delivery of targets.
- **Training & Capability Building:**
Conducted ongoing training for TLs and FSEs on Paytm products, sales techniques, and compliance standards to maintain high service quality and product knowledge.
- **Territory Development & Partner Onboarding:**
Spearheaded the onboarding of **500+ fuel stations** across Delhi-NCR and other cities, facilitating merchant training, QR deployment, and post-onboarding support.
- **Operational Excellence & Process Improvement:**
Identified operational gaps and drove end-to-end process optimization for faster customer onboarding, app usage, and KYC completion, enhancing overall efficiency.
- **Revenue Growth & Sales Enablement:**
Delivered a cumulative **GMV of ₹240+ Cr**, increasing digital transaction volumes by 20,000–25,000 per day through targeted outreach, merchant engagement, and campaign execution.
- **Marketing, Branding & Campaign Management:**
Launched on-ground branding and BTL campaigns at petrol stations; designed reward and incentive programs to boost digital payment usage and customer retention.

- **Customer Onboarding & Compliance:**
Oversaw KYC and onboarding under the **Fleet Program** for corporate and high-value users, ensuring regulatory compliance and seamless account activation.
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❖ **Pifer Pharmaceuticals Pvt. Ltd.**

Team Leader - Sales | Medicine & Surgical Products

Nov 2013 – Dec 2015 | Faridabad

Key Responsibility Areas (KRAs):

- Achieved annual sales target of ₹25 Lakhs in the Faridabad region.
 - Led and motivated a team of sales executives to drive performance.
 - Identified new business opportunities through cold calls, referrals, and networking.
 - Promoted ethical medicines and surgical products to doctors and healthcare professionals.
 - Strengthened customer relationships to boost product prescriptions and brand loyalty.
 - Tracked market trends and competitor activity to refine sales strategies.
 - Ensured compliance with company policies and industry standards.
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Achievements

- 10 times achiever of the month
 - Contributed to good customer service
 - Increase sales growth by 200% within 4 months
 - Managing more than 500 outlets generated revenue of Rs.240 Cr. GMV
 - Achieving sales target of 120% every quarter
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Technologies & Tools:

CRM Tools | Sales & Funnel Analytics | Forecasting Models | Excel/Google Sheets | BI Dashboard | Lead Squared | Sales Force | Wordpress | Google Analytics | SMO

Education

- Post-Graduation in MBA-Marketing from Jaipur National University, Jaipur in 2017.
 - Bachelor's Degree in Computer Application from DAV Institute of Management, Faridabad in 2010.
 - XIIth Standard with Science Subjects from D.P.S, Faridabad in 2006.
 - Xth Standard from A.P Sr. Sec. School, Faridabad in 2004.
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Personal Information

- Name : Ankur Baranwal
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 - DOB : 24thSept,1988
 - Marital Status : Married
 - Nationality : Indian
 - Languages Known : Hindi, English
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