

SABYASACHI ROUT-IIM LUCKNOW ALUMNUS

Result-driven professional, targeting to lead **strategic operations and business transformation initiatives** in a growth-oriented organization, leveraging expertise in **Sales Operations, CRM Implementation, Digital Transformation**, and data-driven decision-making to optimize performance, enhance process efficiency, and drive scalable **revenue growth** across diverse business functions & geographies.

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PROFILE SUMMARY

- ❖ Strategic Operations Leader with **over 14 years** of experience in **business operations, sales strategy, and multi-project execution** across diverse industries and client portfolios.
- ❖ Expertise in driving **Sales Operations excellence**, including target setting, incentive design, sales force productivity optimization, and revenue performance management.
- ❖ Strong track record in **Business Transformation and Process Excellence**, designing scalable operating models and improving organizational efficiency across functions.
- ❖ Experienced in leading **CRM and digital product initiatives**, including development and deployment of CRM platforms, workflow automation systems, and lead lifecycle management solutions.
- ❖ Capable of driving **tech-enabled operational transformation**, integrating digital tools across sales, HR, and customer operations to enhance business performance and scalability.
- ❖ Skilled in **data-driven growth and marketing operations**, leveraging analytics, campaign automation (E-Mail/WhatsApp Bots), and insights-led decision-making for lead generation and conversion improvement.
- ❖ Proven success in **program and project management**, spearheading multiple concurrent initiatives across geographies, ensuring timely delivery, stakeholder alignment, and business impact.

CORE COMPETENCIES

Strategic Operations Management		Program & Project Management	
Business Process Reengineering		Cross-functional Stakeholder Management	
Sales Operations & Revenue Optimization		Process Excellence & Continuous Improvement	
CRM Implementation & Lifecycle Management		Business Growth Strategy & Execution	
Digital Transformation & Automation		Marketing & Campaign Operations (Lead Generation)	
Data Analytics & Performance Management		Change Management & Organizational Transformation	

EDUCATION

- ❖ **PGDM (Marketing, Strategy, IT)** from IIM, Lucknow with 6.24/10 CGPA in 2015
- ❖ **B.Tech. in Electrical & Electronics** from SIT, Bhubaneswar with 7.37/10 CGPA in 2010

WORK EXPERIENCE

Since Oct'25: AltLeads as Head-Operations

Key Result Areas:

- ❖ Managing 8 client projects across 4 industries generating 600+ Qualified Leads
- ❖ Spearheading AI Transformation for the company using AntiGravity, Claude to automate 4 Ops process enhancing the productivity by 30%
- ❖ Managing 8 client projects across 4 industries including Security, Facility Management, Food Tech, and Learning & Development
- ❖ Leading the data team to extract company datasets, sanitize information, and execute targeted marketing campaigns
- ❖ Working on CRM platforms covering pre-sales, sales lifecycle, and post-sales engagement activities
- ❖ Recruiting candidates for operational roles including lead generation specialists and data analysts
- ❖ Developing a B2B WhatsApp campaign solution in collaboration with a strategic partner
- ❖ Crafting sales pitches across multiple projects while managing client objections and gathering business requirements
- ❖ Aligning cross-functional teams with organizational goals to ensure seamless execution of business priorities and operational targets.
- ❖ Collaborating with senior leadership to define and refine strategic roadmaps for business growth and scalability.
- ❖ Monitoring key KPIs and performance metrics to drive continuous improvement and support data-driven decision-making.
- ❖ Leading change management initiatives to enable smooth organizational transformation and adoption of new systems and processes.
- ❖ Driving capability building across teams through structured mentoring, knowledge sharing, and performance coaching.

Key Result Areas as Senior Manager-Projects:

- ❖ Drove a sales growth of 20% CAGR over a period of 5 years, with the last target being 110 Crores annually
- ❖ Operationalized a third-party sales channel to drive lead generation and sales closure by 15%
- ❖ Collaborated with MD & CEO to formulate and execute enterprise-level sales planning and strategic initiatives.
- ❖ Designed and implemented annual sales strategies leveraging both push and pull channel methodologies.
- ❖ Established sales targets using performance rankings, experience levels, and geographic segmentation of sales personnel.
- ❖ Operationalized a third-party sales channel to drive lead generation, improve acquisition, and expand market penetration.
- ❖ Rolled out a mobile CRM application across 6 sister companies, enabling 250+ sales professionals with digital sales enablement tools.
- ❖ Executed automated lead generation campaigns using email and WhatsApp channels integrated with chatbot builders.
- ❖ Integrated technology solutions into manpower quotation processes to streamline operational efficiency.
- ❖ Unified Sales, Operations, and Training applications to enhance client servicing and improve retention outcomes.

Key Result Areas for Product – SalesMaxx

- ❖ Co-developed SalesMaxx in collaboration with IT as an end-to-end sales CRM platform for field teams.
- ❖ Engineered the complete sales workflow architecture from client acquisition to unit closure and conversion.
- ❖ Successfully launched and validated the platform pan-India across 130+ sales professionals in 20 regions with centralized database management.
- ❖ Directed sales productivity enhancement initiatives and optimized performance efficiency across national sales operations.
- ❖ Administered SFCC (Sales Force Control Centre) to enable real-time tracking, monitoring, and achievement analysis.
- ❖ Instituted quarterly sales incentive frameworks including budgeting models, calculation structures, and reporting systems.

Key Result Areas as Manager-Projects:

- ❖ Revamped organizational and group company websites followed by ongoing system maintenance and enhancements.
- ❖ Transitioned legacy processes to new systems to re-establish and streamline sales operations.
- ❖ Developed blueprint architecture and module roadmap during the SalesMaxx development lifecycle.
- ❖ Organized the first-ever Annual Sales Conference for SIS, driving organizational alignment and engagement.

Key Result Areas as Management Trainee:

- ❖ Executed cross-functional responsibilities across Marketing, Optimization & Human Resources for 3 concurrent business units.
- ❖ Standardized and conceptualized Unit Profitability Templates for the technology division to improve financial clarity.
- ❖ Coordinated with clients and internal teams to facilitate unit creation and operational deployment.
- ❖ Delivered sales training in collaboration with the National Account Group to pitch and acquire new clients effectively.

Jul'10-May'13: Infosys Ltd. as Senior Systems Engineer

Key Result Areas:

- ❖ Mentored a cohort of 17 trainee professionals in user interface design, ensuring skill development and project readiness.
- ❖ Showcased proficiency across multiple Java technologies including Eclipse, NetBeans, Tomcat, and JBoss.
- ❖ Led end-to-end execution of new graphic design implementation as the sole contributor within a 40-member project team.
- ❖ Refined and rigorously tested codebase to achieve a zero-defect release for the first time in the project lifecycle.

Key Deliverables:

-  Earned recognition as the **youngest INSTA award recipient at trainee level in 2011** for exceptional performance excellence.
-  Deployed Oracle caching technology enhancements, **improving system efficiency by 30%.**
-  Migrated application framework to JSF 2.0, **reducing reconciliation time by approximately 20%.**

ENTREPRENEURIAL EXPERIENCE

Jun'14-Mar'15: Gossip n Bite (Food Services Venture) as Co-Owner

INTERNSHIP

- ❖ **Organization:** GiveIndia as Intern | **Period:** Apr'14-May'14

Learnings

- ❖ Optimized Back-Office efficiency by 20% and boosted alliance partner yields by 30% through process improvements.
- ❖ Streamlined disbursement strategy for 200+ NGOs, managing funds from 1,00,000+ donors.