

Som Raj Sharma

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Sales/Marketing & Business Development Manager

Proven Automotive(OEM) Insurance Business Development Excellence

I am an experienced all round professional possessing 14+ years of sales, marketing & business development experience in the insurance sector. Seasoned professional with hands-on experience in organizing and directing territorial sales strategies, building strategic relationships & increasing profitability. Have developed excellent managerial, leadership & communication skills as a result of leading teams on various projects. Over the course of career, have also amassed key supplementary skills like competition analysis for product benchmarking & data analysis for creating more effective strategies which has helped me in consistently achieving project goals. In the current role as a DVP/Regional Manager at Liberty GIC Ltd, have been entrusted by the management to increase the portfolio profitability in the assigned territory & have delivered consistently by accomplishing the assigned targets.

Key Areas of Impact

- | | | |
|------------------------|------------------------------|---------------------------|
| ▪ Business Development | ▪ Relationship Management | ▪ Communication |
| ▪ Team Management | ▪ Data Analysis | ▪ Liaison |
| ▪ Management Reporting | ▪ Time Management | ▪ Relationship Management |
| ▪ Training | ▪ Team Building / Leadership | ▪ Portfolio Management |

ORGANIZATIONAL EXPERIENCE

Liberty General Insurance Co. Ltd. DVP/Regional Chief (Automotive Insurance), Delhi,Mumbai, India

Nov '13 -Present

A non-Life Insurance company which provides personal and commercial insurance products through a range of distribution channels.

Key Achievements

- **Promoted** to the role of a **DVP** in Mar 2023, **AVP** in Mar 2020, **Area Manager** in Mar 2017 & **TM** in Mar2015
- After **successfully establishing** the NCR market in 8 years, **Entrusted by Management** to manage & develop the Mumbai location in Motor insurance Business in Aug2022
- **Major turnaround** in Mumbai location business over 1 year, Achieved highest ever monthly GWP in Aug2023
- **Qualified for international trips** to Bangkok, Dubai, Singapore, Malaysia for 8 **consecutive years** 2014-2023
- **Established** the new branch's **business in motor vertical** in NCR, highest GWP branch for 4 years in North.
- **Achieved a loss ratio of 64%%** in year 2021-22 by sourcing only profitable make/model.

Key Deliverables

- **Conducting Business Development & achieving sales targets** in assigned territory using sales channels (Private car dealerships)
- **Managing entire teams** & improving relationships with key decision makers
- Promoting the company's new products by **organizing regular training programs**
- **Carrying out data analysis** to measure performance & report results to the management
- Setting up & **managing Pvt Car dealer help desks** for insurance related matters
- **Ensuring the portfolio profitability** in assigned territories by **constantly generating new business** for the company
- **Performing competition analysis** to compare the company's & competitors' products & **providing continuous feedback**
- Ensuring that all laid down processes & compliance norms are strictly adhered to

Key Achievements

- **Expanded the retention base** of the assigned channel from **35% to 60% within a period of 6 months** in 2012-13
- **Improved new business share** of IL to more than **50% within 1 year** (2011-12) in assigned channels (Hyundai, GM, Skoda, Toyota)
- **Entrusted by the management** to manage the entire portfolio of corporate client HDIL **worth INR 2.5 Cr per annum**
- **Contributed to bring down the loss ratio** of channels by sourcing only profitable vehicle make/model
- **Scored the highest** in KPI chart across India **for 2 years consecutively** 2011 & 2012

Key Deliverables

- **Generated new business** & renewed old business in the assigned territory using various sales channels
- **Conducted regular training programs** to support business sourcing
- Performed management reporting & **conducted data analysis** to track the health of the business
- **Established dealer help desks** for handling insurance related matters
- **Responsible for recruitment** & development of sales trainees
- Ensured continuous business generation to ensure portfolio profitability in the assigned territories
- **Provided constant feedback** & comparison on the company's & competitors' products **to make critical business decisions**
- **Ensured adherence** to all laid down processes & compliance norms **for smooth business operations**

Key Achievements

- **Managed to bring new sub- DSAs**, who were resisting from a long time, on board **to give business to the company**
- **Generated more than INR 2 Cr in revenues** as additional profit for the company
- Entrusted with handling the DSA (SN Marketing) responsible for contributing **more than 25% business volume** of Mumbai region

Key Deliverables

- Responsible for DSA management & monitoring including:
 - Responsible for DSA to achieve their targets
 - **Supporting DSA** to make joint calls, arrange training programs & promoting them to participate in exhibitions
 - Ensuring that the DSA has the requisite information pertaining to the product
- **Ensured systematic execution of all files** (login to disbursal) as per plans to achieve the desired completion within stipulated time
- **Liaised with the bank & customers** as a part of after sales services to solve further queries of customers

EDUCATION

Bachelors	PG College Hamirpur, HPU, Shimla <ul style="list-style-type: none"> ▪ Bachelor of Science in PCM, 2003
Masters	M.I.T. School of Business, Pune <ul style="list-style-type: none"> ▪ PGMP with specialization in Marketing, 2007

ADDITIONAL INFORMATION

Date of Birth	▪ 28 th July
Marital Status	▪ Married
Languages	▪ Hindi, English, Punjabi
References	▪ Available upon request