

HARPRIT SINGH

Sales Leadership | Business Expansion | Enterprise & Channel Sales

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PROFESSIONAL SUMMARY

Results-driven Sales Leader with 14+ years of experience in business development, enterprise sales, and market expansion across petrochemicals, IT services, and hospitality industries. Proven track record of driving revenue growth, distributor network expansion, and strategic partnerships across PAN India markets. Experienced in building high-performing sales teams, developing go-to-market strategies, and closing multi-crore enterprise contracts. Skilled in channel sales, OEM partnerships, key account management, and market penetration strategies. Adept at aligning sales strategy with organizational growth objectives.

WORK EXPERIENCE

Sales Head — Licus International Pvt. Ltd.

Aug 2023 – Present

New Delhi

- Directed nationwide sales strategy delivering 25% revenue growth.
- Expanded distributor network by 40% across key industrial markets.
- Secured multi-crore OEM and bulk supply contracts with major clients.
- Developed territory expansion strategies to increase market penetration.
- Implemented CRM-driven pipeline management and performance KPIs.
- Improved profitability through pricing strategy and sales process optimization.
- Led cross-functional collaboration between sales, operations, and marketing teams.

Team Manager – Business Development — Tata Consultancy Services (Contractual) Dec 2021 – Apr 2023

- Led PAN-India ERP and enterprise software sales initiatives targeting manufacturing, retail, and service sector clients.
- Managed geographically distributed sales team delivering enterprise solutions.
- Generated new revenue streams through strategic client acquisition.
- Conducted solution consulting, product demonstrations, and proposal development.
- Built strong relationships with enterprise clients and key decision makers.
- Managed sales pipeline forecasting and CRM reporting to achieve targets.

Senior Manager – International Business & Market Alliances — Towno – Redefining
Experiential Travel

Dec 2018 – Apr 2021

- Responsible for international business expansion and strategic alliances with global travel partners.
- Established partnerships with international travel agents and tourism boards.
- Developed cross-border revenue streams through global collaborations.
- Conducted market research to identify new international growth markets.
- Negotiated high-value contracts with overseas partners and corporate clients.

Senior Business Consultant — ADM Enterprises Pvt. Ltd.

Oct 2015 – Nov 2018

- Managed enterprise sales of ERP solutions, SaaS applications, and IT services.
- Generated new business opportunities through strategic prospecting and market research.
- Conducted client requirement analysis and solution presentations.
- Successfully closed contracts with clients including: HLL Lifecare Pvt Ltd, Nissan Auto, PGI Rohtak, Dabur India.
- Strengthened client retention through account management strategies.

Assistant Manager – International Sales — Techvedic Technologies Pvt. Ltd.

May 2012 – Sep 2015

- Managed international sales operations across USA, UK, and Canada markets.
- Led two sales teams of 15 associates each.
- Achieved multiple promotions for exceeding sales targets.
- Developed scalable sales scripts and strategies for global markets.
- Consistently exceeded monthly and quarterly sales targets.

EDUCATION

Ranchi University , Jamshedpur, Jharkhand

Apr 2004 – May 2007

Bachelor of Commerce in Financial Accounting, Business Statistics, Business Mathematics

SKILLS

Core Competencies: Sales Leadership & Revenue Growth, Strategic Business Development, Go-to-Market Strategy, Enterprise & B2B Sales, Distributor & Channel Partner Management, Key Account Management, Sales Forecasting & Pipeline Management, Territory Planning & Market Expansion, Pricing Strategy & Profit Optimization, CRM & Sales Analytics, Contract Negotiation & Deal Closure, Team Leadership & Performance Management

Technical & Sales Tools: CRM Systems, Sales Analytics Tools, Pipeline Management, Sales Forecasting Tools

CERTIFICATIONS

Project Management Foundations (ID: AeKz24nNcspRO7WAfrEbjrSB3AT7)

Aug 2021

LinkedIn Learning

Customer Service Management (ID: AabYdLC20hyg9aSbOTAT2×0AyNfc)

Aug 2021

LinkedIn Learning

LANGUAGES

English (Fluent)
Bangla (Conversational)

Hindi (Fluent)

Punjabi (Fluent)