# *JOHN ALFORD GERSON*

*Email* [*alfordgerson@gmail.com*](mailto:alfordgerson@gmail.com)

*Mobile 8870679652*

***PROFILE SUMMARY***

* *Sales & Marketing Professional with rich experience across sectors including Technology, Financial Services, Recruitment, Training, Hospitality etc.*
* *Expertise in B2B Sales.*
* *Rich experience having worked with Reputed Companies and held Responsible Positions.*

***SKILLS***

* *Social Media Marketing*
* *Lead Generation*
* *New Business Development*
* *Customer Relationship Management*
* *Networking*

***PROFESSIONAL EXPERTISE***

*Company****: BDO INDIA LLP***

*BDO is a Global Professional Services Firm, Headquartered in the United Kingdom*

*Designation-Business Manager*

*Tenure- Since November 2017*

***RESPONSIBILITIES***

* *Spearheading and Managing the entire Business Development for the Chennai Region.*
* *Responsibilities including connecting with C-Level Executives and scheduling meetings.*
* *Products include selling Technology based Taxation Products and services which includes Taxation, Advisory, Human Resources & Outsourcing, and Digital Services.*
* *Identifying Prospects and generating Leads.*
* *Meeting Clients and sharing Proposals.*
* *Handling Key Account Management Accounts.*
* *Participating at various forums & events for Networking*
* *Responsibilities also include handling Marketing Campaigns & Organizing Events with various Trade Associations.*
* *Focus on Acquiring New Business and servicing existing clientele.*

*Company****: ALPHAVISTA HEALTHCARE SOLUTIONS***

*Designation: Business Development Manager*

*Duration: Nov 2015-August 2017*

***RESPONSIBILITIES***

* *Sales and Marketing of Healthcare Recruitment Services across United States.*
* *Making Presentations on Services to Special Education Directors/Rehabilitation Directors.*
* *Cold Calling & Scheduling Meetings.*
* *Sharing Proposals & Engagement Letters.*
* *Preparing MIS Tracker Reports on daily basis.*
* *Generating Leads through CRM.*

*Company:* ***GLOBAL TALENT TRACK***

*Designation-Corporate Alliance Manager*

*Tenure-May 2014-Oct 2015*

***RESPONSIBILITIES***

* *Driving Sales for Campus Placements & Training across Colleges.*
* *Meeting Placement Directors across Educational Institutions and Organizing Campus Placements.*
* *Making Presentations to Students on Placement opportunities.*
* *Successfully Organizing Recruitment drives across Colleges.*
* *Shortlisting and Selecting the best fit candidates for Placements with Companies.*
* *Identifying Potential Training opportunities for the Selected Candidates.*
* *Managing the entire Chennai Centre operations.*

*Company:* ***RANDSTAD INDIA LIMITED***

*Designation-Consultant Business Development*

*Tenure-May 2007-March 2014*

***RESPONSIBILITIES***

* *Sales & Marketing of Learning & Development (Training) opportunities across Institutions & Corporates.*
* *Organizing and Marketing Public Workshop Programs.*
* *Marketing & Selling customized Placement Preparation Training Program for Final year students for all streams across Colleges.*
* *Selling Corporate Training Programs by identifying Corporate Clients Training needs.*
* *Sales & Marketing of Recruitment & Staffing Services.*
* *Handling Business Development Campaigns across various geographies.*

*Company-* ***SINDOORI HOTELS LIMITED***

*Designation-Executive-Sales & Marketing*

*Tenure-March 2002-March 2007*

***RESPONSIBILITIES***

* *Marketing Rooms & Banquets for the Hotel.*
* *Handling Front office operations & Guest Relations*
* *Cold Calling and Scheduling Meetings.*
* *Identifying clients and meeting them.*
* *Making Presentations and sending Proposals.*
* *Following up on Proposals and closing deals.*
* *Organizing & Marketing Food Festivals.*

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***ACADEMICS***

* *Master’s Degree in Child Care & Education from Alagappa University, Karaikudi (1st Class) Year of Passing 2010*
* *Bachelor’s Degree in Sociology from Osmania University, Hyderabad, (2nd Class) Year of Passing 1995*

***CERTIFICATIONS***

* *Certification in Tele Sales Training from UK*

***PERSONAL***

* *Full Name: John Alford Gerson*
* *Date of Birth:31/10/1972*
* *Nationality: Indian*
* *Marital Status: Married*
* *Address: Plot No 16, Flat No 3, Sai Nagar 2nd Street, Kolathur Chennai-600 082, Tamilnadu, India*
* *Hobbies: Music & Travelling*

*Regards*

*John Alford Gerson*