
DEBALINA CHOUDHURY

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Visa Status: Husband Visa; Valid till July, 2022



Insurance Broking | Wealth Management | B2B Sales

SUMMARY | BACKGROUND

- **MBA** with excellent track record in Business Development & Sales.
- Based in Abu Dhabi on Husband-visa. Holds **UAE Driver's License**. Worked in the **Banking & Financial Industry for 10 years** in Business Development & Customer Relationship Management.
- Articulate, persistent, proactive communicator and stellar negotiator. Experienced at holding commercial discussions with clients at all levels including **C-suite of Corporates & SMEs**.
- Expert at building deep-rooted relationships inside the client organizations with consistent & proactive dialogue with multiple stakeholders. Confident, strategic, flexible team player.

AREAS OF EXPERTISE

- | | |
|---------------------|------------------------------------|
| • Insurance Broking | • Sales Cycle Management |
| • Wealth Management | • Communication & Negotiation |
| • Credit Risk | • Customer Relationship Management |

NOTABLE ACHIEVEMENTS

- Increased the Portfolio Under Management from Rs. 230Mn to 550Mn (139%) INR in ICICI Bank Wealth Management.
- Recognized for new client acquisition with Rs. 10Mn AOC & highest single day transaction (25M) towards Mutual Fund.
- Recognized as 'Star Performer' in RM Category for getting Rs. 2 Mn insurance cheque value in ICICI Bank.
- Generated revenue of Rs. 1.5Mn (93% of monthly target) on the 3rd month of joining Crisil (S&P).
- Collected fees of Rs. 10Mn from existing clients & Rs. 5 Mn from new business in a year in ICRA (Moody's).
- Retained 84% of high-value strategic & profitable clients of ICRA.

EXPERIENCE

Business Development- Corporate Clients Masters Insurance Brokers

Sept, 2020- Till date
Abu Dhabi

- Generate new B2B leads through Cold-calling. Identify sales opportunities.
- Meet new clients & give right insurance advice to them to meet their insurance needs.
- Coordinate with the placement team & share quotation with the client. Close the deal & generate revenue.
- Keep clients updated about their insurance policies & provide high level of service to them.

Regional Manager- Business Development CRISIL Ltd. (An S&P Global Company)

Jan, 2018 – June, 2019
Bangalore, India

It's a division of S&P Global. It rates Bank Loans taken by companies.

- Generated new leads through Networking, Partnerships, Referrals, Cold-calling, etc. Monitored existing relationships and identified up-selling opportunities. Closed deals to successfully achieve forecasted sales target.
- Developed partnership with clients, collaborated with the team to co-create and redefine the approach towards leads & prospects.
- Proactively involved in customer need mapping and pre-sales consultancy to suggest suitable products.

- Spearheaded relationship management with CEOs & CFOs, by meeting them at regular intervals and resolving their queries & issues, creating value at every step of the buyer's journey.

Manager- Business Development **May, 2016 – Dec, 2017**
 ICRA Ltd. (A Moody's Investors Service Company) Bangalore, India

It is an independent investment Information & Credit Rating Agency. It rates Bank Loans (Credit Lines) taken by companies.

- Acquired new clients & closed deals. Managed existing client relationships & generated revenue through Up Selling & Referral Selling. Spearheaded the lost-client revival drive.
- Improved Yearly contract-renewal rate of the clients & increased revenue. Renewed yearly contracts with 84% of the existing clients. Managed customer escalations through excellent customer objection handling skills.
- Meaningfully & actively engaged with the C-suite of Corporates, SMEs and Banks to offer value in each interaction. Persistently followed through long term projects while assisting clients in addressing their challenges along the way.

Wealth Manager **Jun, 2012 – Apr, 2016**
 ICICI Bank Wealth Management Bangalore, India

ICICI Bank Wealth Management is an advisory company which advises its clients on their wealth management.

- Sourced clients & provided financial advisory according to the risk profile of the customers. Advised clients on **Debt, Equity & Insurance (Life & Non-Life) products**. Responsible to generate brokerage primarily through advising/selling Insurance, debt & equity products to HNWI's & Businesses.
- Advised clients on the market trends and punched orders on client's behalf and monitored client's exposure and took decisions accordingly.
- Provided superior client on-boarding experience. Acted as the Single Point of Contact for all the Investment, Insurance & Banking needs of those customers.
- Mobilized additional funds and worked towards converting ICICI Bank as the primary bank for the customers.
- Ensured timely processing of all customer-initiated transactions. Resolved customer issues within stipulated TAT.

Executive- Business Development **Dec, 2010 – Jun, 2012**
 Anchor Electricals Pvt. Ltd., A Panasonic Group Co. Mumbai, India

- Promoted & sold products to the Builders and Contractors, Consultants, and Architects, involved with the real estate projects. Negotiated with the end customers to close the deal and coordinated with the Distributors & Dealers for the supply of the materials on time. Resolved customer complaints.

Senior Business Development Manager **Apr, 2010 – Dec, 2010**
 Ceasefire Industries Ltd. Mumbai, India

- Successfully managed complete process related to lead generation, lead qualification, product presentation, surveying of the premises, preparing quotation, negotiation and closing the sale. Basically, efficiently managed the sales pipeline and closed deals for a vast array of products in Fire Safety & Security Systems.

EDUCATION

MBA **April, 2010**
 ICFAI Business School India

B.Sc.(Hons.) **July, 2007**
 University of Calcutta India

PERSONAL

- **Visa:** Husband Visa, Valid till July,2022
- **Languages:** English, Hindi, Bengali, **Arabic**
- **Nationality:** Indian
- **DOB:** 26th Mar,1984