

Sumit Kumar

Business Development Manager

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Professional Summary

Business Development Manager | Education Sector Specialist

Results-driven professional with 9+ years of experience in business development, center management, and student counseling. Skilled in driving significant revenue growth, optimizing operations, and delivering high-quality educational services. Proven track record of achieving up to 20% year-over-year student enrollment increases and reducing retention rates by 15%. Adept at leading cross-functional teams, establishing key partnerships, and guiding students to academic success. Passionate about fostering educational excellence and operational efficiency.

Professional Experience

Business Development Manager, Centre Head, and Counsellor
TathaGat Tutorials Private Limited. Connaught Place , New Delhi
February 2018 – Present

Business Development

- Identified and pursued new business opportunities through market research, cold calling, and networking, achieving a 15% increase in enrolment year-over-year.
- Developed partnerships with colleges and promote educational programs.
- Negotiated contracts and managed relationships with key clients, contributing to a high revenue growth
- Managed the entire sales cycle, including lead generation, conversion, and post-sales support.

Centre Head

- Oversaw daily operations of the educational Centre, ensuring smooth delivery of services to students and stakeholders.
- Managed a team of 10+ staff, including teachers, administrative personnel, and counselors, providing training, support, and performance management.
- Developed and implemented operational procedures to enhance student satisfaction, reduce wait times, and streamline registration and enquiry processes.
- Monitored and managed budgets, ensuring cost-effective operations while meeting financial targets.

Counselling

Provided one-on-one career counselling sessions for students, helping them choose the right academic and career path based on individual strengths and aspirations.

- Led workshops and group counseling sessions to address common academic challenges, stress management, and goal setting.
- Offered post-admission support to students, ensuring they adapted well to their academic environments and addressed any challenges.
- Collaborated with academic teams to identify student needs and provided tailored guidance to improve performance and retention.

Achievements:

- Increased student enrollment by 20% for three consecutive years.
 - Reduced student attrition rate by 15% through personalized counseling.
 - Managed a high-performing team of 10+ staff members, improving operational efficiency and student satisfaction.
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Xperia Technologies Private Limited, Centre Head & Counsellor

April 2015 – December 2017

- Managed the end-to-end operations of the learning Centre, including student admissions, resource allocation, and class scheduling.
- Conducted counseling sessions for prospective students, advising them on course selection and career planning.
- Collaborated with faculty members to assess student progress and designed interventions to improve academic outcomes.
- Organized workshops and extracurricular activities to enhance students' learning experience and personal development.

Achievements:

- Increased student enrollment by 18% through effective outreach and relationship-building with schools and community organizations.
 - Introduced a student feedback system that helped improve course offerings and student satisfaction levels.
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Key Skills

- Business Development & Strategy
- Leadership & Team Management
- Client Relationship Management
- Sales & Marketing
- Center Operations
- Counseling & Student Support
- Communication & Negotiation
- Conflict Resolution
- Problem-Solving & Decision-Making
- Reporting & Data Analytics
- Financial Management
- Time Management
- Adaptability & Resilience

Educational Qualifications

- **Post Graduate Diploma in Management (PGDM)**
Institute of Management Technology (IMT), Ghaziabad – 2017
- **Bachelor of Business Management (BBM)**
Magadh University, Bodh Gaya – 2012

Technical Skills

- **Digital Marketing:** SEO, SEM, SMM, Google Ads, Google Analytics, Content Marketing, Email Marketing
 - **MS Office Suite:** Word, Excel (Advanced), PowerPoint
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