DR. ALOK MITTAL



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Curriculum Development ⋆ Research and Scholarship ⋆ Mentoring and Advising ⋆ Assessment and Evaluation ⋆ Industry Experience

Accomplished professional with over 16 years of corporate experience in sales, marketing, and operations across diverse industries. An alumnus of **IIM Visakhapatnam**, where I pursued an Executive Program in Strategic Digital Marketing and Applied Analytics. Transitioning into an academic career with a focus on teaching digital marketing strategies and related disciplines including SEO, content marketing, social media marketing, PPC advertising, email marketing, Google Analytics, website development, video marketing, and digital strategy planning. Committed to educating students with practical industry knowledge and essential skills for success in the digital era.

-------- PUBLICATIONS --------

Published Papers:

→ ***Review of Research in Organised Retail Sector in India***
International Organization of Scientific Research (IOSR), Volume 22, Issue 9, Ser IV, September 2020

→ ***Organised Retailing Scenario of Hypermarkets During Covid-19: Opportunities and Challenges***
International Organization of Scientific Research (IOSR), Volume 22, Issue 11, Ser III, September 2020

Presented Papers (Offline):

→ ***Scope and Defiance Experienced by the Managers of Hypermarkets in Organised Retailing in India***
National Conference on Intellectual Property Rights of Pharmaceuticals organized by PSIT, Kanpur, May 7, 2023

→ ***Occasions and Challenges Encountered by Organised Retail Hypermarkets in India with Special Reference to Tier II City, Ghaziabad, UP during Covid-19 Pandemic***
26th Annual National Convention of the Association of Pharmaceutical Teachers of India, 2023

→ ***Redefining Consumer Paradigms: The Waves of Hypermarkets in Tier II Cities of UP West, India with Special Reference to Ghaziabad***
Technical Session II on "Innovative Research & Practices in Business and Management for Sustainable Growth" at Career Point University, Kota, April 3-4, 2024

→ ***Role of ICTs in Enhancing Customer Engagement in Social Media***
International Conference on "Digital Transformation and Change Management For Sustainability"

-------- CERTIFICATIONS --------

→ ***Executive Certificate Program in Strategic Digital Marketing and Applied Analytics*** | IIM-Visakhapatnam

→ ***Advanced Internet Marketing Training Program*** | Delhi Institute of Digital Marketing (DIDM)

→ ***Certification Course in Digital Marketing*** | Digital Azadi

→ ***Certified in 20+ FDP Programs***

→ ***Certificate of Appreciation*** | AICTE | Dec 2020

→ ***Guest Lecturer, Short Term Training Program (STTP)***

-------- QUIZ PARTICIPATIONS --------

→ ***National Level Online Quiz for "Financial Market and Services"***
Department of MBA, Rise Krishna Sri Prakasam Group of Institutions, Ongole

→ ***National Level Online Quiz on "Teaching Aptitude"***
Department of Computer Science and Engineering, Vidyavardhaka College of Engineering, Mysuru

→ ***National Level E-Quiz on "Research Methodology"***
PG and Research Department of Commerce, Shanmuga Industries Arts and Science College, Tiruvannamalai, Tamilnadu

-------- AWARDS --------

→ ***NATIONAL FAME AWARDS*** | 2024

Honored with the National Fame Award by Bollywood Actress & UN Environment Goodwill Ambassador **Ms. Dia Mirza**, for excellence in training and digital education initiatives.)

-------- EDUCATION--------

PhD (Management) | Career Point University, Kota, Rajasthan | 2024

→ **Topic:** "Study of Impact of Organized Retail Revolution in Tier II Cities in India - An Empirical Study in UP (West) Region with Special Reference to Hypermarkets"

MBA (Major: Marketing & Minor: Retail) | Amity Business School | 2008 | **CGPA: 7.5**

B.Pharma | Dr. K.N.M.I.P.E.R | 2006 | **70.5%**

-------- WEBINARS ATTENDED --------

AI & ML Application Nowadays | IMPS College of Engineering and Technology

Role of IoT in Smart World | Department of Computer Applications, Francis Xavier Engineering College, Tamilnadu

Scope in Clinical Research and Associated Domains | The Oxford College of Pharmacy, Bengaluru

2-Day Webinar on "Research during Corona Period for Students & Faculty Members" | SITAMS

Data Visualization by Towards Data Science | Department of Computer Applications, Francis Xavier Engineering College, Tamilnadu

Data Science and ML | R.K.G. Institute of Technology, Ghaziabad, UP

Overview of Intellectual Property Rights | Audisankara College of Engineering and Technology, Nellore, A.P
IEEE Publication Process | Department of Computer Science and Engineering, Vidyavardhaka College of Engineering, Mysore
National Webinar R&D, Intellectual Property & Innovation Management in Academia (Under Self Reliant India) | Ansal University
Digital Transformation in Higher Education Using MS Teams | Department of Business Administration, American College, Madurai

-------- CORE COMPETENCIES --------

Instructional Design | Educational Technology Integration | Active Learning Strategies | Academic Advising | Communication Skills | Public Speaking | Critical Thinking | Problem-Solving | Coaching | Continuous Professional Development

-------- LEADERSHIP HISTORY --------

Founder & Director | Success Munch | Oct 2020 – Present

Key Result Areas:

- Established and led Success Munch, a pioneering venture specializing in digital marketing and business coaching. Passionately dedicated to empowering aspiring entrepreneurs.
- Developed and implemented customized training programs for a diverse group of over 500 individuals. Equipped them with essential skills and strategic insights vital for launching and scaling successful online ventures.
- Provided hands-on mentorship through all stages of business development. Ensured personalized support & transformative learning experiences.
- Innovated digital marketing curriculums to stay current with industry trends. Ensured program relevance and maximized effectiveness.
- Conducted training sessions recognized for their practicality and real-world applicability. Emphasized strategies & digital marketing techniques.
- Established strategic partnerships to expand Success Munch's influence. Facilitated collaborative initiatives to enhance program impact and participant success.

Skills Acquired:

- **Entrepreneurial Leadership:** Successfully managed and scaled a training business, developing strategic vision and operational excellence.
- **Curriculum Development:** Expertise in designing & updating digital marketing curriculums to ensure they are industry-relevant and impactful.
- **Mentorship & Coaching:** Provided personalized guidance to trainees, enhancing skills in digital marketing & online business management.
- **Training Delivery:** Conducted interactive and practical training sessions, emphasizing real-world applications and effective learning strategies.
- **Innovation & Adaptability:** Continuously updated training methodologies to align with industry trends and learner needs.
- **Strategic Partnerships:** Established and nurtured strategic collaborations to broaden the business's reach and impact, demonstrating strong networking abilities.

Zonap Business Solutions Pvt. Ltd | Sep 2016 – Dec 2023
CAREER PROGRESSION
Sales & Operations Head (Zonap Engineering) ➔ Consultant (Zonap Business Solutions)

Consultant (Part-Time) | Oct 2020 – Dec 2023

- Directed financial operations with a keen focus on accuracy & strategic insights, ensuring financial reporting crucial for better decision-making.
- Collaborated with stakeholders to formulate and execute tailored business strategies aligned with organizational goals and market dynamics.
- Leveraged advanced digital marketing techniques to optimize operations and boost profitability through targeted campaigns and innovative sales approaches.
- Conducted thorough market research and competitor analysis to pinpoint lucrative growth opportunities, providing strategic recommendations for market expansion.
- Facilitated interactive workshops and training sessions to enhance team proficiency in financial management, digital marketing, and sales strategies, fostering a culture of continuous improvement and professional growth.

Sales & Operations Head | Sep 2016 – Oct 2020

- Supervised a diverse team of 12, overseeing a product portfolio including Gun Drilling & Deep Hole Drilling machines across Delhi NCR, Punjab, and Haryana.
- Managed P&L responsibilities, orchestrating product lifecycle and operational strategy, achieving substantial growth through strategic planning.
- Spearheaded the launch of the Ghaziabad Workshop, significantly enhancing operational efficiency and customer service standards, and earning recognition for exceptional operational leadership.
- Initiated and executed member referral programs and performance enhancement initiatives, fostering a culture of high performance and professional growth within the team.
- Aligned business development strategies with market dynamics, optimizing product positioning and sales to capitalize on emerging market trends.
- Implemented rigorous DSR and weekly performance reviews to ensure performance tracking & accountability, driving continuous improvement.

Assistant Manager | Bharti Airtel Ltd, UP (W) | Nov 2015 – Aug 2016

- Managed GSM and Data product portfolios across UP (W) region, developing DST and KRO sales strategies to drive growth.
- Led a team of Authorized Channel Partners and DSTs, achieving high penetration rates, while initiating FOS-based DSAs in new territories.
- Designed localized market activation plans and micro-cluster segmentation to identify underserved zones and boost subscriber acquisition.
- Built a performance-driven ecosystem by integrating sales analytics, ground-level insights, and incentive-linked programs for channel partners.

Senior Manager (Direct Sales) | Reliance Communication Ltd, Delhi NCR | Apr 2015 – Nov 2015

- Led the direct channel business for GSM & CDMA Postpaid, MNP, and 3G Data Card products across Delhi East and West, delivering accelerated performance through strategic DSA management and telecalling operations.
- Supervised 3 on-roll team members and oversaw a combined workforce of 50+ FOS and call center agents via leading DSAs and outsourced telecalling setups, ensuring high-volume lead generation and conversions.
- Achieved a 20% surge in data card business in under 6 months through aggressive targeting of Pro3 3G data cards, tailored pitch scripts, and location-specific bundling offers.
- Implemented Manpower RAG (Red-Amber-Green) analysis to optimize sales efficiency, reduce attrition, and enhance team accountability.
- Collaborated closely with product, marketing, and backend ops teams to streamline lead flow, activation TAT, and field support – resulting in faster conversions and lower churn.
- Played a pivotal role in postpaid MNP (Mobile Number Portability) acquisition campaigns, significantly increasing gross adds from high-value customer segments in central and suburban Delhi.

Manager, Retail Sales | Idea Cellular Ltd | Jun 2010 – Mar 2015

- Managed GSM Postpaid, MNP, 3G Data cards, and ILL products across Delhi West, Gurgaon, East Delhi, Noida, Greater Noida, & Ghaziabad.
- Led a team of 50, including Team Leads, DSTs, Channel Payroll FOS, and Sales Promoters, fostering collaboration and high performance.
- Achieved significant growth in data card sales & customer activations in Gurgaon and Ghaziabad, earning top national and Delhi Circle rankings.
- Innovated retail and SME DST models, boosting revenues from Post-to-Post MNP and Postpaid services.
- Established 45 My Idea Showrooms, expanding market presence in MNP, Idea 3G, and Lease Line services.
- Awarded "DAC Certified Talent Pool Member (2014)" for exceptional performance in telecom sector leadership.

Deputy Manager, Retail Sales | Reliance Communication Ltd. | Aug 2008 – May 2010

- Spearheaded rural market expansion under the Wireless Integrated Network (WIN) division, covering deep-interior territories across UPE, UPW, Bihar, and Jharkhand.
- Appointed and nurtured rural distributors and retailers in hard-to-reach geographies, ensuring last-mile delivery of CDMA mobiles, FWP, R-Del phones, and Datacards to end users.
- Successfully launched channel networks in untapped rural belts, enabling rapid subscriber base growth in low-connectivity zones.
- Handled B2B partner development and channel activation in rugged terrains, overcoming logistical challenges with on-ground execution and rural marketing strategies.
- Managed urban retail expansion by handling FOFO (Franchisee-Owned Franchisee-Operated) RMS and Mini-RMS stores across Delhi and Gurgaon, driving SIM, handset, and data card sales.
- Coordinated product training and sales enablement for channel partners and frontline teams across multiple states.
- Ensured distributor ROI through optimized supply chain management, local promotional campaigns, and DSR-based reporting systems.

Professional VISION

- With a mission to bridge the gap between industry and academia, I aspire to contribute to curriculum innovation, skill-based education, and institutional growth through strategic leadership, research, and student mentoring. At the heart of my journey lies a deeper purpose — to positively impact the lives of 10 lakh individuals by 2025, helping them discover their inner potential, strength, and purpose — just as Hanuman Ji realized his true power when reminded of it. I am committed to nurturing employable, ethical, and future-ready professionals who not only thrive in the digital age but also rise as leaders in their own lives.

Dr. Alok Mittal