AMARDEEP SINGH

 Jodhpur, Rajasthan 342005

 +918619820269

[adsingh11@yahoo.com](mailto:adsingh11@yahoo.com)

 https://[www.linkedin.co](http://www.linkedin.co/) m/in/amardeep11/

https://bold.pro/my/amardeep-singh-

230325021402/325

Entrepreneurial and creative Founder with 27 plus years of experience, passionate about turning innovative ideas into tangible results. Experienced formulating and executing strategic plans, creating new products and services, and developing business opportunities. Track record of multiple successful business ventures and leading teams of professionals to maximize profits and deliver success.

Experience in diverse domains Education & training services (Entrance prep industry), Entrepreneurship & Skill development, FMCD, Agricultural Warehousing, Commodity Testing, Commodity Trading, and Commodity Financing etc.

# Skills



Leadership & People Development



**2015-03 - Current**

Flexible and Adaptable

Policies and Procedures Development Training and Development

Planning and Coordination

Talent Acquisition & Team Building

Start-up Systems & Operations Development Strategic Planning and Execution

Profit & Loss Management Change & Growth Management

# Work History

## Founder Director

Advanced Advanced Advanced Advanced Advanced Advanced Advanced Advanced Advanced Advanced

**2014-08 - 2015-03**

**2011-12 - 2014-07**



*Competition Made Easy & After School, JODHPUR*

* Joined Competition Made Easy again from March 17th, 2015 onwards on a full- time basis till date.
* Created the organization's mission and vision statements for employees.
* Developed key operational initiatives to drive and maintain substantial business growth.
* Established After School (A Premium school academics training company) in September 2015
* Started CME classes in May 2010(was working part-time earlier), gained students' confidence & patronage from the very first year with best enrolments for MBA Entrance preparation, Spoken English, Personality Development (soft skills), Campus Recruitment, Abroad Education, Defense Services, SSC and other entrance preparatory courses
* Initiated Psychometric testing & Career counseling programs for the FIRST time in the history of Jodhpur, Rajasthan
* Trained more than 50,000 students at CME classes, ICAI Jodhpur Chapter, Government & Private colleges across Rajasthan since May 2010
* Successfully trained thousands of students with hundreds of them making it to IIMs & leading B Schools across the world including the U.S.A, UK, Germany, France, UAE, and Singapore, etc.
* Developed key operational initiatives to drive and maintain substantial business growth
* Formulated and executed strategic initiatives to improve product offerings

## Assistant Director

*LPU, Jalandhar*

* Responsible for creating the Skill Development and Entrepreneurship cell from scratch
* Developed a Business & Incubation center at the University
* Mentored and guided more than 47 student ventures on campus offering products & services to the customers
* Initiated the process of registering as STEP (Science & Technology Entrepreneur Park)
* Developed a program jointly with Maruti Suzuki India Limited to train ITI & Diploma engineers in Automobile maintenance & repair. Signed an MOU with them to impart training across India starting with the Punjab
* Initiated a process with Punjab government to open a Multi Skill Development Centre (MSDC) at the university.
* Trained and mentored new employees on industry practices and business operations.

## Founder Director

*Competition Made Easy, JODHPUR*

**2011-06 - 2011-11**

**2000-05 - 2011-05**



* Created the organization's mission and vision statements for employees.
* Developed key operational initiatives to drive and maintain substantial business growth.
* Identified business development challenges and customer concerns for proactive resolution.
* Established, optimized, and enforced business policies to maintain consistent growth. Regular product innovation and product development with new revenue generation streams.
* Represented the organization as the leading soft skills training institute in western Rajasthan providing training at government and private colleges, institutions and corporations.
* Formulated and executed strategic initiatives to improve product offerings.

## General Manager

*Shree Shubham Logistics Limited, JODHPUR*

* Managed P&L for Warehousing & Laboratory as approved by management
* Designed, implemented, and managed projects for the Laboratory department. Successfully achieved NABL accreditation
* Implemented standard operating procedures and Laboratory management systems with ISO 9001 certification
* Developed and managed a motivated team for the Warehouse & laboratory department with more than 550 employees
* Ensured compliance with the Warehouse Development Regulatory Authority (WDRA), ISO 9001 systems
* Liaison with banks for commodity funding and collateral management, Government authorities, Commodity companies, Traders, and commodity investors
* Added 13 new major commodity companies and achieved NIL outstanding in warehousing and lab business
* Achieved more than 122% growth in laboratory business & excelled in the warehousing business by 56% Y-o-Y
* Managed budget implementations, employee reviews, training, schedules, and contract negotiations.
* Introduced new methods, practices, and systems to reduce turnaround time.

## Center Director

*PT Education & Training Services Limited, JODHPUR*

* Trained 21,000 plus student aspirants, professionals, entrepreneurs, etc.
* Managed training center with 10 employees serving student aspirants, working professionals, entrepreneurs, etc.
* Developed branding, pricing, marketing, training, operational systems & procedures
* Trained college graduates & counseled thousands of students in their

**1997-09 - 2000-03**

**1997-06 - 1997-08**



Career needs

* Mentored personality Development & Communication skills sessions for students, entrepreneurs & professionals
* Counseled MBA aspirants and other professionals on career options in a pre-dominantly Chartered Accountant-centric ecosystem
* More than 15000 student aspirants making it to the Top 25 Business schools of India
* More than 3000 student aspirants made it to Defense services, Banks, Corporate, and Government jobs.
* Kept facility in compliance with all applicable standards and laws.

## Area Sales Manager

*Usha International Ltd, UIL, Jaipur*

* Coordinated & managed sales & marketing at CSD canteens in the Army and Air Force along with a dealer network for Lexus range of consumer durables, Water purifiers, Water Pumps, Water coolers
* Increased sales of USHA fans and BRITA water purifiers in a very competitive market in CSD canteens
* Managed team of Area Sales executives, and Sales executives and increased dealer-distributor network by appointing 11 new dealers and 4 distributors.
* Exceeded targets by building, directing, and motivating high- performing sales teams.
* Established strong relationships with major accounts and key decision- makers to increase sales in designated territories.
* Formulated tactics and strategies to target new potential customers within prioritized markets
* Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals

## Management Trainee

*Plus Channel India Limited, New Delhi*

* Responsible for Sales & Marketing of audio cassettes & CDs
* Development & Management of the dealer & distributor network in WEST and SOUTH DELHI
* Coordinated sales, marketing, and music launch, payment collection in West & South Delhi
* Planned & implemented merchandising & sales schemes for dealer- distributor network
* Instrumental in Grand music launch of ‘TUM YAAD AAYE' largest ever

Music release in the history of Delhi till 1997.

* Assisted established management staff with operational oversight, business development, and process improvement strategies.
* Established open and professional relationships with team members which facilitated communication, quickly resolving issues and conflicts
* Evaluated employee performance and conveyed constructive feedback to improve skills

# Education



## Master of Business Administration: Finance & Marketing Dual Majors

*S.I.B.E.R an Autonomous Institute under Shivaji University - Kolhapur, Maharashtra*

Percentage: 65.84

## Post Graduate Diploma: Foreign Trade

*Jai Narain Vyas University - Jodhpur, Rajasthan*

Percentage: 63.40

## Bachelor of Science: Chemistry, Zoology, Geology

*Jai Narain Vyas University, - Jodhpur, Rajasthan*

Percentage: 57.83

# Languages

English

Hindi

Advanced Advanced

**1995-07 - 1997-04**

**1994-07 - 1995-06**

**1991-07 - 1994-06**

.