

ANIL CHANDER DASS

Sales Expert | IT Product & Solution Sales | B2B/B2C Sales Leader

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PROFESSIONAL SUMMARY

Results-driven Senior Sales Leader with 23+ years of experience in driving growth within the IT product, solution, and services sectors across enterprise and mid-market segments. Renowned for an ability to lead consultative selling processes, deliver impressive revenue growth, and build long-lasting, strategic relationships with key stakeholders. Expertise in end-to-end sales cycle management, with a proven track record in negotiating and closing complex deals, fostering high-value pipelines, and leading high-performing teams. Skilled in matching customer needs with cutting-edge products, driving teamwork, and consistently exceeding sales goals, with proven expertise in market analysis, sales forecasting, and maximizing customer value through upselling and cross-selling.

WORK EXPERIENCE

Product Manager

Technobind Solutions Pvt, India | Aug 2025 – Feb 2026

- Spearheading the end-to-end lifecycle of IT products, driving ~20–30% improvement in product adoption and revenue contribution.
- Architecting and executing data-driven go-to-market strategies, accelerating time-to-market by 15–20%.
- Leading cross-functional collaboration across engineering, marketing, and sales, improving delivery efficiency by 25%.
- Translating customer insights into scalable product enhancements, boosting customer satisfaction (CSAT) by ~15%.

Director – Sales (Pan India)

Aircare Engineering, India | Nov 2016 – Dec 2023

- Directed nationwide sales operations, leading a team of 10+ and delivering 25–35% YoY revenue growth.
- Strengthened collaboration with Resellers and reduced solution deployment gaps.
- Owned the full sales lifecycle, consistently achieving 110–130% of annual sales targets.
- Designed and executed high-impact sales strategies, expanding market share by 20% across enterprise and mid-market segments.
- Strengthened collaboration with product and delivery teams, reducing solution deployment gaps by 30%.
- Built and maintained C-level relationships, driving 40% repeat business and long-term client retention.

Regional Manager – Business Development & Consultant

AAA Technologies Private Limited, India | July 2011 – Mar 2016

- Drove regional expansion by identifying new opportunities, increasing client base by 35%.
- Partnered with technical teams to deliver tailored solutions by enhancing the project success rate.
- Managed cross-functional execution and post-sales delivery, boosting client retention by 30%.
- Led consultative sales engagements, improving deal conversion rates by 20–25%.



Personal Information

Date of Birth: 13.03.1977

Gender: Male

Passport Details: Y5891199

Nationality: Indian

CORE EXPERTISE

Functional Skills

- Enterprise Sales
- B2B Sales
- IT Product & Solution Sales
- Consultative Selling
- Sales Strategy
- Revenue Growth
- Key Account Management
- Client Relationship Management
- Customer & Partner Management
- Stakeholder Engagement
- Business Development
- Go-to-Market Strategy
- Pipeline Management
- Deal Closure
- Team Development
- Territory Management
- Performance Management
- Contract Negotiation

Analytical Skills

- Sales Forecasting & Analytics
- Market Analysis
- Opportunity Identification
- ROI Analysis
- Pricing Strategy
- Performance Tracking

Technical & Tools

- CRM Systems
- Microsoft Office Suite

Regional Manager – Business Development

Sumeru Software Solutions Private Limited, India | May 2010 – May 2011

- Brought new accounts contributing to 20% growth in regional revenue.
- Monitored and optimized sales performance, improving forecast accuracy by 20%.
- Collaborated with sales teams to expand market reach, adding 15+ new high-value clients.
- Executed targeted business development strategies, increasing pipeline generation by 25%.

PREVIOUS EXPERIENCE

- Business Development Manager – MIEL, India | April 2008 – Jan 2010
- Business Development Manager – Mahavir Infotech, India | Aug 2007 – April 2008
- Account Manager (South India) – Ostfold Software, India | Sep 2003 – July 2007
- Medical Transcriptionist – Max HealthScribe, India | July 2000 – Sep 2003

CERTIFICATIONS

- PCI-DSS Compliance Workshop
- Sales Strategies for I-Logix Products (IBM), London
- Automation Testing Tools Business Development

TRAINING

- ISMS Implementation Training
- ISO 27001:2013 Lead Auditor

ACCOMPLISHMENTS

- Orchestrated the acquisition of multiple high-value contracts within the technology sector, significantly broadening service capabilities across testing and quality assurance domains.
- Delivered outstanding revenue performance by securing single contracts exceeding \$120,000, while consistently maintaining a robust quarterly pipeline of \$250,000.
- Successfully captured a multi-year cybersecurity engagement within the financial services sector, leading vulnerability assessment and penetration testing (VAPT) initiatives for national banking clients.
- Led strategic compliance and certification initiatives for prominent financial institutions, securing critical contracts for information security audits and ISO 27001 accreditation.
- Executed and closed large-scale contracts within the defense and aerospace sectors, strengthening market penetration in highly regulated and security-sensitive environments.

Domain Expertise

- Cybersecurity Sales
- VAPT
- PCI-DSS Compliance
- IT Services Sales
- QA & Testing Solutions
- Enterprise Software Sales
- BFSI Domain
- Defense & Aerospace Sector

Strategic Skills

- International Sales
- Channel Sales
- Strategic Alliances
- Multi-Region Operations
- Large Deal Management

Transferable Skills

- Communication
- Negotiation
- Problem Solving
- Relationship Building
- Strategic Thinking
- Adaptability
- Time Management
- Presentation Skills

EDUCATION

- Master of Business Administration (MBA) in Marketing Management
 - Vinayaka Missions University, India | 2013
- Bachelor of Science (B.Sc.) in Computer Science
 - Bangalore University, India | 2001