

CHARLESS R.

Senior Branch Manager | Operations & Sales Leadership

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PROFESSIONAL SUMMARY

Results-driven **Senior Branch Manager** with over 8 years of experience leading sales operations, P&L management, strategic growth, and team development across EdTech, e-Commerce, and corporate service sectors. Proven track record in optimizing multi-channel lead pipelines, boosting revenue streams, and managing high-performing teams to meet ambitious operational and financial targets. Adept at driving client retention, managing key stakeholder relationships, and executing data-driven sales strategies.

CORE COMPETENCIES

Leadership & Operations:	Branch P&L Management, Revenue Acceleration, Sales Strategy, Team Mentorship & Retention, Strategic Planning
Business & Client Management:	Client Retention, Upselling & Renewals, Student Counseling, Key Account Management, KPI Tracking
Technical Exposure:	C, C++, HTML, Auto CAD, Microsoft Office (Excel, Word, PowerPoint)
Languages:	English, Tamil

PROFESSIONAL EXPERIENCE

Norwich Institute of Management Studies (NIMS) — Senior Branch Manager

Mar 2025 – Present | Chennai

- **P&L & Revenue Management:** Direct daily branch operations and oversee profit & loss (P&L), aligning operational costs with sales targets to consistently hit monthly, quarterly, and annual revenue milestones.
- **Team Leadership & Mentorship:** Lead, train, and mentor a cross-functional team of sales professionals and counselors, establishing structured performance reviews to boost productivity and reduce team attrition.
- **Strategic Growth & Positioning:** Analyze competitive landscape and local market conditions to refine positioning, optimize conversion rates, and boost student enrollment.
- **Operational Excellence & EdTech:** Oversee student counseling and admission workflows while integrating modern EdTech tools to optimize delivery and strengthen institutional partnerships.
- **Executive Reporting:** Track key performance metrics (KPIs) and report operational analytics to senior executive leadership.

All Set Business Solutions (IndiaMART Process) — Manager

Dec 2022 – Mar 2025

- **Retention & Growth:** Formulated customer retention models that maximized lifetime value, driving steady recurring revenue via upselling and contract renewals.
- **Consultative Sales:** Served as a key business advisor to client accounts, providing customized solutions that elevated customer satisfaction metrics.
- **Team Supervision:** Managed sales teams and tracked daily productivity metrics to ensure operational targets were met.

Riddhi Corporate Services Ltd. — Manager

Nov 2020 – Aug 2022

- **Call Center Operations:** Monitored operational performance, performed routine data analytics, and delivered feedback to optimize call center productivity.
- **Budgeting & Compliance:** Audited operational expenses, tracked call center budgets, and enforced strict adherence to corporate policies and standards.

Riddhi Corporate Services Ltd. — Team Leader

Feb 2019 – Oct 2020

- **Team Supervision:** Managed a team of 33 tele-callers in the Life Insurance division, running daily briefings and managing team productivity metrics.
- **Lead Conversion:** Partnered with Branch Managers on high-priority leads to maximize conversions and prepared city-wise performance reports.

Eureka Outsourcing Solutions — SPOC & Verifier

Apr 2017 – Jan 2019

- Managed lead verification buckets, audited representative calls, and verified lead quality to maintain process compliance and accuracy.

EDUCATION

MPHW(M) / Health Inspector / SI — Vishwa Bharathi College of Health Sciences	2021 Score: 92%
B.E. in Mechatronics Engineering — Coimbatore Institute of Engineering and Technology	2016 Score: 64%
Higher Secondary Certificate (HSC) — Marutham Matric Higher Secondary School	2012 Score: 81%
SSLC — Vishwa Bharathi Matriculation Higher Secondary School	2010 Score: 73%