SUNIL

C/o-Contact: +971505891826 | E-Mail: [sunil.345079@2freemail.com](mailto:sunil.345079@2freemail.com)

BD10290_

Aim to lead strategic ventures in “Retail &Industrial products segments”

**Professional Snapshot**

A dynamic professional with **over 18 years** of extensive experience in Strategic Planning, Sales & Marketing, Business Development & Product Management.

**Presently associated with Universal Building Materials (UBM), Riyadh, as DivisionalManager for Saudi Arabia**

Enterprising leader with consistent record of contributions in significantly increasing revenue, operational efficiency and customer satisfaction.

Appreciated for integrity and reliability in delivering results.

Demonstrated competency in bridging retailer-consumer gaps.

Successfully executed process improvement initiatives and planned timely initiatives for business growth.

Known for building, leading and motivating large cross functional teams that exceed corporate expectations.

Have always used interactive and motivational leadership; acknowledged for recruiting and mentoring leaders with an equal desire to win.

**Areas of Expertise across:**

 Strategy Planning & Management Retail Operations Sales &Marketing

 Performance Improvements Profitability

 Process Excellence  People / Team Management

 Business Administration

**Career Scan**

**Since May 13 with Universal Building Materials (UBM), Riyadh, KSA**

**Divisional Manager – Architecture from October 2015**

**Notable Attainments:**

**As Divisional Manager- Architecture**

* Being a new Division, created Architectural brand visibility across the kingdom.
* Adopted multiple low cost measures.
* Introduced product installation as an USP for the range.
* Training and development of manpower for the new assignment.

**Divisional Manager- Retail from May 13 till September 2015**

**Notable Attainments:**

**As Divisional Manager-Retail**

* Successfully achieved a turnover to grow by 20 % year on year for two consecutive years.
* Streamlined Retail business to ensure all stores are profitable.
* Instrumental in creating more demand for the door hardware segment .
* Developed new product business from concept to delivery and service
* Successfully developed “ remote market business” to evolve as a new line of business
* Trained manpower to add value by improving gross profits and maximise clearance
* Managed stock turnovers

Apr ’06 to Apr ’13 with Future Value Retail Ltd, India

Growth Path

Feb’10 to Apr 13 Area Manager-Operations-Hypermarkets

(Eastern Maharastra& Madhya Pradesh),India

Apr’06 to Jan’10 StoreOperations Manager-Hypermarket

( Bangalore),India

**Key actionables:** Sales& Marketing, Footfall plan, in store promotions,competition analysis, community & catchment ownership, serviceexcellence , SOPs & Processes, Facilities management, people skills, Training, Liasioning with Govt. agencies, “Other income” generation leading to profitability of the cluster.Vendors management.

Product categories – Electronics , Furniture, Mobiles, Watches, Crockery, Luggage, General Merchandise, Clothing and Food.

**Notable Attainments:**

**As Area Manager-Operations (Eastern Maharastra& Madhya Pradesh Hypermarkets)**

**( Storesacross Nagpur, Amaravati, Nanded, Jabalpur, Indore & Gwalior)**

* Successfully administered a turnover of over Rs.170 crores p.a.
* Instrumental in managing various teams with cumulative strength of 550+ direct & indirect subordinates.
* Had cleared L E A P (All India Exam) to move to next level from store manager.
* Relaunched the concept called Bazaar; this was developed for the Nagpur markets and contributed to 18% of week’s business. Opened two new stores- Empress BB (Nagpur) and Amaravati BB- Hypermarkets.
* Achieved turnaround of two stores by working on merchandise mix, catchment activities, and pricing strategies, motivating team and organizing store specific promotions.
* Secured highest number of employee promotions in the area, among all the areas of the zone.
* Demonstrated abilities in achieving the process improvement in all stores in warehousing, floor, cashiering departments, through training, monitoring and continuous improvement.
* Improved overall look and feel of stores through Visual Merchandising, processes, lighting, MPM & displays.

**As Hyper market Store Operations Manager ( Bangalore)**

* Managed the whole gamut of activities related to the setting-up of new store encompassing staffing, merchandising and devising new standards in retailing.
* Conceptualized & implemented operational parameters- walk-ins, bills, conversion, bill value, value per piece, piece per bill and various schemes to achieve consistent growth and profitability.
* Carried out marketing activities to generate more walk-ins to the store and ensured returns per sq.ft/per labour/on investment on par or exceeding the industry norms.
* Managed the store in an efficacious manner & secured profits from the first month itself.
* Attained the highest operational parameters among all Big Bazaars in Bangalore city.
* Devised & implemented processes to control pilferage in store.

Sep’04 to Mar’06 with Metro,C& C Germany., asManager- Key Accounts (Sales) for Karnataka, India

**Notable Attainments:**

* Conceived new business development opportunities and interfaced with the buying team for customer management.
* Scrupulously managed & retained existing accounts, conducted customer meets, resolved issues, introduced new products & schemes, attained exponential increase in sales through existing & new products.
* Effectively resolved and regularized payments.
* Played a key role in streamlining supply chain operations.

Product categories – Electronics , Watches, Crockery, Luggage, General Merchandise, Clothing and Food.

Apr’01 to Sep’04 with Alkabeer (India) Ltd., Karnataka as Sales Manager- Retail

**Notable Attainments:**

* Devised Brand Promotions schemes for trade/customers such as festival & seasonal promotional offers.
* Generated lead by identifying & targeting business opportunities with help of roadshow’s, sampling, advertisements, mailers, publicity and coupon distributions.
* Involved in the pricing of the finished product, price spreads, product quantity, test-marketing, product feedback, modifying product (after feedback), product launch and sales evaluation.

**Previous Assignments**

May’98 to Mar’01 Bata India Limited, Madhya Pradesh as District Manager- Retail

**Notable Attainments:**

* Expanded business into new areas whereby Sales turnover shot up by over 100 lacs in a year
* Pushed budget allocation to enhance store aesthetics and layout
* Streamlined supply networks for efficiency

**Scholastics**

1998 PGDM (Marketing)- MBA equivalent from Institute of Productivity & Management (near Delhi)

1995 B.E. (Mechanical Engineering) from NagpurUniversity.

**Personal Dossier**

Date of Birth : 19th Sept, 1971

Linguistic Abilities : English, Hindi, Malayalam, Kannada, Tamil & Oriya.

Can understand Arabic.