## Rajesh

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## A BRIEF SYNOPSIS

* A result oriented professional with **12 years** of experience in Business Development, P&L, Sales & Marketing, Retail Operations, Brand Management, Channel Management and Client Relationship Management.
* Innovative, profit-oriented **National Concept Business Head** with demonstrated success in increasing revenue, market share and earnings, achieving cost reductions, and improving customer satisfaction in large and diverse organizations.
* Talent for analyzing competitive landscape, conducting research and aligning product offerings with customer requirements which translates into lower product development and implementation cost. Reputation of change agent with the ability to analyze issues, device continuous process improvement, streamlines operations, and decrease aggregate expenses with limited resources.
* Abilities in developing relationships with key decision-makers in target organisations for revenue. Adeptness in expanding the channel range, thereby increasing demand in the market.
* Comfortable interacting with multiple levels of organisation & management at different locations.

## AREAS OF EXPERTISE

* Retail Operations. ● Fiscal Management/ P&L Responsibility
* Brand Management ● Vendor Selection/ Management
* Revenue/ Market Share Increases. ● Continuous Process Improvement
* Buying & Merchandising. ● Technology Introduction / Enhancement
* Cost Control/ Reduction ● Internal Control Improvement

**ORGANISATIONAL SCAN**

**Since May 2015 to date SportsOne, A Div. of Landmark Group. National Concept Business Head, Kingdom of Saudi Arabia.**

**Career Path:**

May 2015 to date SportsOne, A Div. of Landmark Group, National Business Head.

SportsOne is a multi-brand sporting gear retail destination launched by the **Landmark Group** on December 2012, in the Kingdom of Saudi Arabia. The brand extended its presence to the United Arab Emirates on July 2013 and intends to grow its presence across the GCC, in the coming years.

SportsOne retails over 100 brands, many of which will be showcased for the first time in the region. With separate lines for men, women and children, the concept’s wide collection includes sports apparel, footwear, gym equipment, road bikes, racket sports and indoor/outdoor games. Catering to both professional as well as amateur sport enthusiasts

**Key Accountabilities:**

* Hold full P&L and revenue growth accountability of SAR 240 million ($64 million) for the country and achieving Top line while maintaining the positive Bottom line numbers.
* Develop and incorporate pricing, sales and sales channel creation, product development, customer service, cost reduction and technology strategies.
* Formulating and implementing sales plans and new store expansion to generate increased sales for achievement of revenue targets, while maintaining Gross Margins.
* Managing a team of Sales, Marketing, Projects, VM and Finance.
* Undertaking market segmentation and territory mapping to identify potential within the territory, transforming the same towards growth of sales volumes.
* Actively involved in Supply Chain & opening new Stores.

**Notable Accomplishments:**

* Decreased casual hourly rates, overtime and manpower management by 35%, resulting a saving of SAR 0.6 million for H1 2015-16.
* Generated SAR 9 million in incremental revenue by market expansion over budget.
* Implemented the Retail Management System (RMS) across KSA, enhancing the better control on flow of inventory.
* Involved in changing the store layouts as per brand across KSA, thereby improving the customer experience at stores.

**Since Apr 2011 to May 2015 Reebok India Company, Adidas Group India. Gurgaon Sr. Manager – Retail Operations & Merchandising /Buying- PAN India.**

**Career Path:**

Apr 2011 to May 2015 Reebok India Company, Gurgaon, Retail Operations & Buying- Pan India.

**Key Accountabilities:**

**Retail Operations, PAN India.**

* Achieving Secondary Retail Sales target, region wise & PAN India Operations.
* Formulating and implementing sales promotion plans and new store concepts to generate increased sales for achievement of revenue targets, while maintaining Gross Margins.
* Analyse Retail Metrics on regular basis to achieve higher store productivity and low COR for stores.
* Verifying and authorising claims as well as controlling expenses.
* Managing a team of Territory Sales Executives, Retail Excellence Officers, Retail Marketing Managers, and Sales Managers. Also interact with VM Team, Projects & Marketing for entire season In Store Promotions & campaigns in stores.
* Undertaking market segmentation and territory mapping to identify potential within the territory, transforming the same towards growth of sales volumes.
* Actively involved in Supply Chain & opening new Stores.

**Merchandising/ Buying- Retail (Apparel & Footwear), Pan India**

* Responsible for season category-wise budgeting, store wise option-wise merchandise planning and buying
* Responsible for the final range selection & retail prices based on the cost & perceived value of the merchandise.
* Responsible for detailed costing of styles, freezing and finalizing of styles also ensuring the achievement of desired GM’s (Gross Margin).
* ­Responsible for the brand development and range planning.
* Responsible for the option planning and markdown planning.
* Responsible for new product/category developments.
* Analysis of sales and performance of all styles and then planning accordingly.
* Monitor performance of all styles launched, analyze the positives and negatives learning’s using the information and accordingly buy or repeat any style, in future, if need be.

**Notable Accomplishments:**

**At Reebok India Company, Adidas Group India. Gurgaon:**

* Took lead in implementing store wise order uploading process for FW12 trade show which is now fully operational.
* Initiated a project to streamline the buy process for both Adidas and Reebok.
* Took initiative in forming a new Retail Excellence Team, to focus on the Prime Stores (FITHUBS) on a PAN India basis, resulting in a growth of 36% LTL growth for the 100 focused stores.
* Initiated a new project called Effective Rotation Programme (ERP) at stores for liquidation of stocks with low Rate of Sale & Sell Thru In season products.
* Achieved Like to Like growth of 18% for Fall Winter 2013.
* Walk-in Conversions have been increased from 10% to 23% in FITHUBS.
* Markdowns reduced from 16% to 11% on Pan India Basis for Franchisee Channel.

**Since Oct 2007 to Apr 2011 ITC Limited Manager, Key Accounts**

**Career Path:**

Oct 2007 to Oct 2008 Sr. Area Executive-Key Account, Retail Operations-ITC Limited, Bangalore

Nov 2008 to Apr 2011 Manager-Key Account, Retail Operations, ITC Limited, Delhi / NCR

**Key Accountabilities:**

* Developing and implementing plan to target Trade. Monitoring the same to ensure focused attention.
* Formulating and implementing sales promotion plans and new store concepts to generate increased sales for achievement of revenue targets.
* Verifying and authorising claims as well as controlling expenses.
* Handling a team of Merchandisers, In-store Promoters & Supervisors (Off Payroll).
* Managing a team of Sales Trainees & Junior Area Executives for OJT (On Job Trainings).
* Undertaking market segmentation and territory mapping to identify potential within the territory, transforming the same towards growth of sales volumes.

**Notable Accomplishments:**

**At ITC Limited, Delhi / NCR:**

* Actively involved in the Brand Launch of Noodles Category of ITC, i.e. ” YIPPEE” in Modern Trade as well as General Trade in Delhi NCR.
* Instrumental in launching the “Vivel Glycerin & Honey Soap” in Modern Trade in Delhi NCR.
* Successfully launched Cigarette Brand - “LUCKY STRIKE” in Delhi NCR.
* Coordinated in-store promotional activities for new releases & special products.

**At ITC Limited, Bangalore:**

* Played a key role in the brand launch of snacks category of ITC, i.e.” BINGO” in Modern Trade in Bangalore.
* Actively involved in the brand launch of personal care category, i.e. “FIAMA Di WILLS, VIVEL Di WILLS & VIVEL Brands” in Modern Trade in Bangalore.
* Participated in the launch of Cigarette Brands of ITC including CLASSIC LEPs like “Classic Cappichino” & New SKUs like “Gold Flake Lights, CLASSIC VERVE” in Bangalore.
* Ensured free visibility of Personal Care at total Hyper Stores in Bangalore worth Rs 450,000/- month for 6 months.
* Drove sales growth in Safal Stores in Bangalore from Rs. 75000 to Rs 12 Lakhs per month per store.
* Recovered Account Receivables worth INR 1.6 Crores from Food Bazaar pending from 2 years.

**Aug 2006 to Sep 2007 Solutions Integrated Marketing Services India Pvt. Ltd., Bangalore Senior Marketing Executive**

**Key Accountabilities:**

* Involved in the brand launch of HPs new cartridge “27B”, which was focused on to the common man & was to be launched in Bangalore, Mysore & Karnataka upcountry.
* Identified the prospective channel partners and upgraded them to the HP OCS stores.

**Notable Accomplishments:**

* Successful in the brand launch of HP Black 27B Cartridge in Bangalore, Mysore & Hubli.
* Instrumental in developing markets like Hubli, Mysore.
* Successfully appointed 29 new OCS outlets and 65 new dealers.
* Received highest no. of OCS qualifying outlets awards.

**Oct 2004 to Jul 2006 India Satcom Limited, Bangalore** (A Joint Venture with ITI Ltd.) **Executive Engineer - Telecom**

**Key Accountabilities:**

* Dealt with all the National & Regional Channel Broadcasters with regard to their expansion plans and proposed the cost effective solution to them on turnkey basis.
* Attended various National Broadcasters Seminars and thereby accordingly added new and prospective principles to the account.
* Coordinated with prominent channels like Aaj Tak, India TV, NDTV, ZEE, E TV, etc.
* Worked with various Service providers like Hathway, Hughes and the recent being Tata Sky.

**Notable Accomplishments:**

* Successfully carried out techno-commercial negotiations with Tata Sky Turnkey Project worth INR 1.75 Crores.
* Involved in technical & commercial negotiations with E TV Project worth INR 1.5 Crores.

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**EDUCATIONAL CREDENTIALS**

**B.E. (Electrical & Electronics)** from MVJCE, Bangalore, VTU, India 2004 68%

12th from St. Aloysius P.U. College 2000 70%

10th from Vidya Mandir High School 1998 84%

**PERSONAL DOSSIER**

Date of Birth 25th December, 1982

Languages Known English, Hindi, Kannada and Kashmiri