**BHATIA**

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**DYNAMIC SALES & MARKETING PROFESSIONAL**

**Preferred Sectors**: **Consumer Electronics / Office Automation / Mobile Phones / IT (Hardware)**

**Career Goal**

To pursue a long term and successful carrier with a progressive organization, where I can contribute to the profitable growth by making an effective use of my rich experience and meritorious skills, along with an opportunity for performance-based advancement.

**Profile Summary**

* Post Graduate and a dynamic sales, marketing and business development professional with **25 years** of proven track record in managing profitable growth activities with key focus on top and bottom-line in diverse sectors.
* An Adept in Budgeting / Forecasting; Short / Long Term Strategic Planning and P&L Management.
* Domain expertise in successfully managing various channels (distribution, retail & institutional) of world known & OEM brands, concerning **Consumer Electronics, Office Automation, Mobile Phones, Telecom, IT and Security System** in competitive markets **- UAE, Oman, Bahrain, Tanzania and India.**
* Skilled in managing the entire life cycle for establishment of diverse brands / product lines including target segment identification and pricing strategies for various channels to ensure price parity, multiple positioning, merchandising, finalization of creative and media schedules as well as BTL activities.
* Strong business acumen with expertise in implementing strategic plans for distribution; efficient in ensuring maximum deliveries through distribution channels (Dealers, Hypermarkets, Concept Stores, Retail Outlets and Institutions) to maximize visibility of brands/products.
* Price negotiation, order forecast, and order confirmation to the principals/suppliers; communicate pertaining to sales, stock, MIS reports, competition analysis and coordinate for ATL activities.
* Expertise in identifying suitable locations for retail stores, submitting feasibility for new ventures to the management; negotiating and finalizing lease agreements in consultation with the management; track record of having successfully managing large format multi-brand electronics/IT concept stores and retail stores.
* Proficiency in designing, implementing and managing a wide range of promotional campaigns (trade and consumer) in coordination with merchandisers and channels of distribution.
* Comprehensive experience in identifying / developing / nurturing relationship with key accounts from various sectors to understand and fulfill their requirements. Excellence in providing customized solutions (products / services) as well as cultivating relationship.
* An effective leader with excellence in recruiting, training & retaining the talent in cross-functional & multi-cultural teams as well as accomplishing greater operational efficiency for steering company’s as well as individual objectives; deftness in mentoring, identifying, developing and nurturing most deserving team mates to accelerate their career progression.

**Core Competencies:**

Entrepreneurial Mind-Set Strong Business Acumen Budgeting & Forecasting

P&L Management Short/Long Term Strategic Planning Brand/Product Management

Startups (Retail/Distribution) Hardcore Selling Skills Channel Management

**Certified Digital Marketer (Google)** Market Research & Analysis Process Improvement

Aggressive Negotiation Inventory & Debtors Management Resource Optimization

Efficacious Communication & Interpersonal Quick Decision Making Organizational Skills

Excellent Leadership & Motivational Skills Customer Complaint Management Advance PC & Presentation

**Key Result Areas:**

* Strong revenue/profitable growth and performance excellence.
* Spearheading preparation and presentation of annual budget and setting stretch targets for each product/brand/channel/store.
* Entrusted with the responsibility of attaining budgeted Sales, Gross Margin and Net Profit as set out in the business plan, by constantly monitoring all market segments, motivating sales team and taking timely action in terms of pricing policy and promotion campaigns.
* Planning ahead as well as implementing short/long term strategies to attain company goals, while keeping pace with the development in region/industry.
* Instrumentally negotiating & finalizing yearly agreement with mass merchandisers and key dealers.
* Structuring / re-structuring organization aimed at streamlining operations as well as improving the efficiency and productivity from employed resources.
* Ability to identify and implement cost saving measures.
* Streamlining process controls in customer service, logistics, field service and technical support functions.
* Development and implementation of robust operational processes.
* Proven track record of ensuring:
* Formulation and execution of strategic, financial and marketing plans to achieve company goals.
* Profit and loss management.
* Financial data interpretation and analysis.
* Market research and analysis.
* Maximize visibility of brands/products at prominent place in various channels of distribution.
* Submission of bids/tenders/quotations on time and follow-up to win the deal.
* Timely arrival of stock, execution of orders, testing/commissioning and handing over.
* Optimum inventory levels to achieve set objectives.
* Coordination for reports, competition analysis/activities, ATL/BTL marketing activities with principals.
* Customer complaints are addressed & resolved on time and TAT is in line to the set norms.
* Carrying out review of collections (from debtors) to ensure that receivables are as per agreed terms and within acceptable limits.
* Leading market planning initiatives including conceptual development, marketing strategy, target segment identification, competition analysis, pricing and product launch.
* Skillfully designing, implementing and managing promotions as well as finalizing the creative and media schedule.
* Nurturing distribution channels viz. retail, MMs, key dealers and institutions.
* Establish and maintain high level relationships with key accounts.
* Introduction of innovative solutions and strategies to improve efficiencies.
* Supervising preparation of price list for various channels and ensure price parity in the trade.
* Recruit, impart training and empower team members to achieve key performance indicators.
* Maintain and develop good interpersonal relationship between team to ensure company’s & individual objectives.
* Design and implement appropriate sales incentive schemes to motivate sales team.

**Significant Accomplishments:**

* Meticulously contributed towards the strong revenue and profitable growth at every organization.
* Key member to acquire distributorship of new brands to improve brand portfolio.
* New brands/product lines acquired and established them as flagship brands that resulted exponential growth in bottom/top line.
* A well planned order forecasting ensured smooth supply of stock, thereby avoiding loss of business opportunity and excess/shortage of inventory, contributed to the growth of revenue and brought down the inventory-carrying cost.
* Opened new retail stores that resulted increased brand recognition and visibility; and successfully managed chain of multi-brand electronics/IT retail stores.
* Higher realization from retail business contributed in profitable growth of the organization.
* Identified and inducted new potential accounts to improve revenue.
* Timely submission of Quotes/Bids/Tenders brought increased business to the organization.
* Imparted installment scheme with leading financial institutions which brought additional revenue.
* Timely collection from debtors improved cash-flow that reduced finance cost.
* Very well negotiated priceshelped to increase gross margins and gave wider scope to deal with competition and tie-ups for theme/event/festival based promotions with various channels of distribution.
* Successfully established a Cost Cutting Team to control & reduce overheads thereby increased the profitability.
* Imparted training, coaching and development opportunities to cross functional and multi-cultural work force that resulted in a high-performing workforce that achieved its full potential.
* Motivated workforce contributed to the growth of revenue which improved per person productivity.
* Influx of repeat orders from satisfied customers/dealers due to reduced TAT, resulted increase in revenue.

**Carrier Progression:**

**Apr’15 to Till Date with MyDiGi Electronics LLP, India as Managing Director**

*(Products & Brands: Consumer Electronics & Appliances ~ Sony, Samsung, LG, Panasonic, Daikin, Hitachi, Godrej & Mitsubishi)*

**Mar’14 to Nov’14 with Sands Distribution & Services LLC, Oman as General Manager**

*(Products & Brands: Consumer Electronics & Mobile Phones ~ Hisense, Motorola & LG)*

**Nov’11 to Mar’14 with Jacky’s Electronics, Tanzania as Sales & Marketing Manager**

*(Products & Brands: Consumer Electronics, Home & Kitchen Appliances, Air Conditioners, Personal Care, Telecom & IT ~ Sony, Philips, Toshiba, Ariston, Fuji, OGeneral & Venus)*

**Oct’10-Nov’11 in UAE as an Entrepreneur**

*(Self Employed)*

**Dec’08-Oct’10 with Al-Futtaim Sons, Bahrain as Country Manager**

*(Products & Brands: Consumer Electronics, Home & Kitchen Appliances, Air Conditioners, Personal Care, Office Automation, Telecom and IT ~ Panasonic, Toshiba (IT), Aftron & Plug-Ins (Multi brand Retail Store)*

**Aug’02-Nov’08 with Almoayyed Electronics, Bahrain as Sales & Marketing Manager**

*(Major Products & Brands: Consumer Electronics, Home & Kitchen Appliances, Air Conditioners, Personal Care, Telecom ~ Hitachi, Indesit, Zamil Classic ACs, Westpoint, Prima, York ACs, Babyliss, GE Telephones, Taurus, Aiwa and Ardo)*

**Oct’00-Aug’02 with Arab Business Systems LLC, Dubai (UAE) as Sales Manager**

*(Major Products & Brands: Office Automation, Banking Equipment and Office Furniture ~ Olivetti)*

**Jun’97-Sep’00 with Zubair Telecom. LLC, Oman as Sr. Sales Executive-Product Manager**

*(Major Products & Brands: Mobile Phones, PABX & Key Telephones Systems, Structured Cabling System, Security System, Gate Automation System, CCTV, SMATV, BGM System, and Video/Audio Door Phone System ~ Ericsson, AMP & various brands)*

**Mar’95-May’97 with Jumbo Electronics Co. Ltd., Dubai (UAE) as Sr. Sales Executive**

*(Major Products & Brands: Electronics, Home & Kitchen Appliances & Air Conditioners ~ Supra)*

**Jul’94-Jan’95 with NCL Office Systems LLC, Dubai (UAE) as Sr. Sales Executive**

*(Major Products & Brands: Office Automation, Banking Equipment, Office Furniture & Consumables ~ NCL)*

**Apr’92-Jun’94 with Faxtel Systems (I) Pvt. Ltd., Mumbai (India) as Sr. Sales Executive**

*(Major Products & Brands: Fax Machines and Panaboards ~ Panasonic & Acer)*

**Academic Details**

* Master of Commerce (Business Administration) from University of Rajasthan, Jaipur in 1987.
* Post Graduate Diploma in Computer Programming from Varsha Computer College, Navi Mumbai in 1991.
* Advance Diploma in Computer Software, System Analysis & Applications from Maharashtra Board of Technical Education, Mumbai in 1992.
* **Advance Diploma in Digital Marketing**, Delhi School of Internet Marketing, India in 2017

**Others:**

* Diploma in Installation & Conectorising LAN Cabling System (AMP ACT1) in 1998.
* Diploma in Certifying & Trouble Shooting Generic Cabling System (AMP ACT2) in 1998.
* **Google Certified** – Analytics and AdWords (Fundamentals, Search, Display, Video, Shopping & Mobile Advertising)

**IT Skills**

* Excellent @
* MS Office (Word, Excel and PowerPoint).
* Very well conversant with:
* ERP (Enterprise Resources Planning).
* SAP (Systems Applications and Products).
* Tally – ERP9.

**Personal Details**

Nationality: Indian

Date of Birth: 16th August, 1965.

Languages Known: English, Hindi, Sindhi & Arabic/Swahili (Beginner).

Driving License: UAE, Oman, Bahrain, Tanzania & India.