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**CHANDRASHEKHAR**

[**CHANDRASHEKHAR.371469@2freemail.com**](mailto:CHANDRASHEKHAR.371469@2freemail.com)

**General Manager – Sales & Marketing**

*Over 20 years of accomplishments in:*

*Defining and implementing* ***Sales & Marketing*** *strategy consistent with business strategy and challenges*

*Driving improvement in Trading & Channel Management in dynamic, highly competitive environments*

*Managing Product Enhancements, Competitive Analysis, Market Forecast with Business Development & Branding*

**PROFILE SUMMARY**

* A competent professional with years of experience in **Sales & Marketing, Business Development, Profit Accountability and Team Management**
* Possess sound expertise in strategic planning, market plan execution with skills in business development, product launch & advertising
* Pivotal in identifying & networking with channel partners, developing the distribution channel, resulting in deeper market penetration and reach
* Efficient in leading, training and motivating teams ensuring their career development and positive contribution to the company, co-coordinating recruitment & selection activities for the team
* Well-versed with management skills in developing and implementing strategic plans to increase efficiency & effectiveness within a business
* Demonstrated ability in increasing revenue, new market development, strategy implementation to increase penetration & expanding market share
* Highly skilled in expansion of dealer network & channel management and managing front lines to attend highest spectrum of performance level
* Efficient in involving on selected business deployment work streams and generate work stream specific deliverables
* Excellent interpersonal, presentation, communication and negotiation skills and the ability to influence decisions
* Hands-on exposure in implementing the business planning process and ensuring strategic plan objectives are cascaded into departmental business objectives

**CORE COMPETENCIES**

**SKILLS SET**

**Strategic Planning**

**Territory Management**

**Branding**

**Sales & Marketing**

**Revenue Generation**

**Market Research & Analysis**

**Business Development**

**Product Management**

**Client Relationship Management**

* Meeting marketing & sales operational objectives by contributing marketing & sales information and recommending strategic plans & reviews
* Achieving marketing & sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances and initiating corrective actions
* Maintaining annual & gross-profit plans by forecasting and developing annual sales quotas for regions
* Responsible for developing and incurring expansion in new markets as well as continued expansion among existing clients
* Mentoring, guiding and identifying peak performance and sales success across the organization
* Gaining new streams for revenue growth & maintaining relationships with customers to achieve business targets
* Maintaining competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics
* Availing the market information & personal network to develop marketing intelligence for generating leads
* Enhancing and implementing marketing strategies to build consumer preference & sales volume through appropriate channels
* Playing key roles in devising and implementing the strategy for meeting sales performance targets
* Analyzing potential business deals by observing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments
* Demonstrating leadership in accomplishing new & different requests; exploring opportunities to add value to job accomplishments

**WORK EXPERIENCE**

**Sonar International Limited as General Manager – Sales & Marketing**

**Aug’16 – Till Date**

**Key Responsibilities:**

* Managing and dealing in Structural Steel items i.e. Beams, Channels, Plates, Bars, Sheets, and Pipes), distribution of Arcelor Mittal Coils (Galv./PPGI) and having a CUT & BEND facility for reinforcement bars to facilitate projects
* Reporting to the Managing Director

**M.M. Integrated Steel Mills Ltd., Zambia as General Manager – Sales & Marketing**

**Jun’11 - Jun’16**

**Key Responsibilities:**

* Reporting to Director & CEO
* Responsible to lead the sales & marketing activities with a fleet of Sales Managers(6), Distributors around Zambia
* Managed and steered efforts for branding the product/s and promoted through advertisement
* Monitored and controlled the purchase of major raw materials used for the manufacturing and trading of steel & costing them
* Successfully established the Trading Division of steel and accountable for its overall operations
* Verified and provided techno-commercial input in designing of warehouses for fabricators
* Planned and developed the overall procedures for monthly production items

**Highlight:**

* Instrumental role in contributing right from the inception stage of the company in 2011 with challenges and achieved substantial growth in 4 years resulting the organization to accomplish the $40 million turnover in 4 years

**BSI Steel, Zambia as Branch Manager- Lusaka**

**Nov’08 – Jun’11**

**Key Responsibilities:**

* Managed the gamut of activities and responsible for the revenue generation
* Singlehandedly set up 2 roll formers
* Spearheaded the activities related to the sales & marketing of flat and long structural steel products
* Supervised and coordinated the entire sales team
* Monitored and managed the various activities in operations
* Involved in strategic planning, procurement and pricing
* Oversaw several activities with respect to administration
* Reported to the COO in SA

**Safal Group – Africa as Asst. Manager - Exports**

**Aug’05-Oct’08**

**Key Responsibilities:**

* Reported to the COO (Chief Operating Officer)
* Led the overall management of sales & marketing of flat and long steel products
* Handled, guided and supported the sales team and provided proper assistance
* Accountable for database / stock handling / inventory management
* Managed and promoted the concurrent branding & advertising with showcasing

**Highlights:**

* Significant contribution in Kenya for about 3 months; looking after the exports of Coils & Flat steel products
* Played key role in Uganda with the group company for about 3 months on deputation
* After successful accomplishments, transferred to Zambia as a Business Development Manager in Dec’05 with the purpose of opening and handling a branch – Safintra Zambia Limited (Roofing manufacturer & Steel Supplier) with Roll formers (Corrugator, IBR ,Versatile, Cut–To-Length) and developing the market
* Successfully acknowledge and promoted to become Marketing Manager in 2007

**PREVIOUS EXPERIENCE**

**Steel Makers (Zim) Pvt. Ltd., Zimbabwe as HOD - Marketing Oct’02– Oct’04**

**Bright Chem, Ahmedabad, Gujarat as Business Development Manager Apr’00 – Sep’02**

**Amol Dicalite Limited Ahmedabad, Gujarat as Marketing Officer Jun’96 – Mar’00**

**CREDENTIALS**

**Education**

MBA in Marketing from Pune University, IMCD, Pune, Maharashtra 1996

Bachelors in Computer Science from Pune University, Modern College, Pune, Maharashtra 1994

**IT Skills**

* Well versed in MS Office
* Working knowledge with Financial Packages viz. Microsoft Dynamics, Pastel and Tally