###### RITESH

**E-Mail:** [ritesh.374516@2freemail.com](mailto:ritesh.374516@2freemail.com)

**KEY SKILLS**:

* 17 years experience in **Information Technology Hardware** sector.
  + - Experience in **Category Management,** Business Development, Sales, Marketing and Channel Development.
    - **Relationship Management** vis-à-vis channel development.
    - **Team Management** with Focus towards Achieving Targets in terms of both top-line as well as margins.

## CAREER OBJECTIVE:

To obtain a suitable position in an organization which can utilize my cross-functional rich experience and provide me growth venues.

**EDUCATIONAL QUALIFICATION**

## BE (Computer Science & Engineering) from KEC with Honors (81%) in 1997.

**Work experience**

* **JUMBO ELECTRONICS CO. LTD.**

**(Jan 2010 till date)**

Working as **Category Manager** covering complete UAE and Gulf. Established in 1974, Jumbo in an ISO 9001 certified company with an annual turnover of over US$ 1.8 billion with diverse interests like manufacturing, distribution, services, enterprise solution, consumer electronics and is a distributor for brands like Acer, HP, Lenovo, Brother, Ricoh, Sony to name a few.

**JOB PROFILE:**

* **Handling** Ricoh Brand Printers, Consumables, Copiers and Projectors
* **Handled** value brands like D-Link, Iomega and AOC Phillips.
* **Responsible** for overall sales of these products in UAE & Gulf.
* **Responsible** for the topline and bottom-line for these brands.
* **Finalizing** the pricing and margin structure for these brands.
* **Negotiating** with the vendors for pricing and products availability.
* **Keeping** a track on the back-end rebates and credit notes from the vendors.
* **Managing & handling** the inventory levels for these brands.
* **Actively** involved in the sales cycle of the products.
* **Keeping** a track of the vendor payments.
* **Achieved** an overall sale of $ 7.5 mil for the fiscal year 2016-17.
* **Assisted** by a team of 6 sales people.
* **Actively** involved in formulating the Marketing & Sales Strategiesto increase revenue generation.

**EARLIER ROLE**

* **Worked** as Sales Manager-Retail for entire UAE.
* **Responsible** for sales of overall IT products in the organized retail segment in UAE.
* **Handling** customers like Carrefour, Compume, Jumbo, Jacky’s, SharafDG, Plugins etc.
* **Relationship Management** with the section managers & dept. heads of all the stores of the retailers across UAE.
* **Managing** and handling a team of 4 persons to cater to this segment.
* **Achieving** the assigned monthly and quarterly targets both in terms of numbers and gross margins.
* **Successfully** starting off with the Company’s Iomega NAS business in the corporate space.
* **Aligning** diverse departments like credit control, operations and marketing for smoother processing of orders collected.
* **Active** involvement in aging inventory reduction for the entire IT division.
* **Defining** and deployment of strategy for aging inventory reduction.
* **Independent** handling of **Night Souk Stall** of Jumbo in DSF 2012.
* Looking after collection and new order generation.

**ACHIEVEMENTS**

* Achieved a growth of 25% in the organized retail segment with overall sales of AED 125 million.
* Reduction of bad debts from 1 million to a negligible amount.
* Started new business with accounts like E-Max, Compume and Hyperpanda.
* Achieved consistency in the business from retail business.
* Achieved a consistent sales volume in the Ricoh Printers, Iomega NAS and Monitors business.
* Increased customer base from zero to 45 in above products.
* Increased turnover from scratch to $ 3.5 million for the year till date.
* Reduction of aging inventory from 10 million to less than 1% of total inventory.
* Achieved a level of over AED 1 mil from value brands.
* Winner of employee of the quarter CEO’s Award for AMJ 2012.
* **INGRAM MICRO INDIA PVT. LTD. Previously known as TECH PACIFIC INDIA LTD.**

**(May 2003 – Dec 2009)**

Worked as **Deputy Manager - Sales** covering complete Delhi. The company is Fortune 63 organization with an annual turnover of more than 9000 Crores dealing in Comp Hardware, Software, Networking etc and is national distributors for the names like HP, Microsoft, Epson, HCL, Cannon, Cisco, IBM, SUN etc.

**JOB PROFILE:**

* **Independent handling** of Supplies and CD business in Delhi comprising of HP, TVSE, Moser Baer, Samsung, Brother etc.
* **Responsible** for overall sales of HP supplies and other consumables in entire Delhi and NCR.
* **Relationship Management** to develop and maintain good client base. Presently handling a channel base comprising of more than 40 distributors / dealers in Delhi.
* **Managing** and handling a team of 3 persons to cater to the Delhi market.
* Achieving the assigned monthly and quarterly targets both in terms of numbers and gross margins.
* Successfully starting off with the Company’s consumables business of Samsung and TVSE in Delhi.
* Key role in establishing the Moser Baer as a brand in CD market in Delhi.
* Successfully attaining the required market share as per the company’s expectations by closely aligning resources from channel sales reps. and vendor sales representatives.
* Aligning diverse departments like credit control, operations and marketing for smoother processing of orders collected.
* Stock monitoring, planning and maintaining an optimum inventory level for Delhi and NCR regions.
* Looking after collection and new order generation.
* Role-Play in formulating the **Marketing & Sales Strategies** to increase revenue generation.

**ACHEIVEMENTS:**

* Achieved the expected target of Rs. 100+cr. In the year 2007-08 through sales strategies & aggressive working.
* Achieved the sales turnover of Rs. 88 cr from April ’09 till Dec ‘09.
* Increased Customer base from 15 to 40 through personal visits, & Relationship management.
* **PATHFINDERS SOFTWARES INTEGRATED PVT. LTD.**

**(Nov 1999 – Apr 2003)**

Worked as **Asst. Manager** in this Noida-based trading company with interests in Information Technology, Software Development and Industrial, Home and Office Security related Equipment.

**JOB PROFILE:**

* Responsible for leading sales department of 8 Sales Executives.
* **Managed Market Research to identify, explore and capitalize market share.** **Analysis of developed and available Market Research Reports.**
* Experience in providing total hardware and related solutions for new organizations in the process of establishing business in India.
* Formulating the **Marketing & Sales Strategies** to increase revenue generation.
* Responsible for establishing Dealer/Distributor network across North India.
* Overseeing the **inventory management**, resource mobilization, business promotion and after sales service for the organization.
* **Relationship Management** to develop and maintain good client base.
* **Responsible for servicing all large corporate & government accounts like Modern Industries, Hindustan Tin Works, Agros-Impex, Inderprastha Engineering College etc.**
* **Team Motivation, Monitor and Develop sales force.**

**ACHEIVEMENTS:**

* Achieved turnover of Rs 2 crores from scratch through sales strategies & aggressive working.
* Trained and developed sales personnel both by counseling and on-the-field training programs & achieved high degree of management skills.
* Increased client & Dealer base through Direct mailers, personal visits, & Relationship management.
* Zero bad debts during entire service period.

## STRONG PERSONALITY TRAITS

Hardworking, Leadership ability and organizing capabilities. Punctuality in commitments and accuracy in work.

Varied professional experience in operative innovativeness and expertise in process development, ability to handle, coordinate and implement various systems as per the requirement and satisfaction of the management.

Awareness of BIS and ISO certification procedures.

PERSONAL

Name-Ritesh

Place of residence - Sharjah

Date of Birth - June 23rd 1974

Marital Status - Married

Driving License - Have a valid UAE Driving License

**AVOCATION** **To unravel myself to Chess, Table Tennis and Cricket.**

## References

Can be provided upon request.