**SATISH**

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**Sales, Marketing, Operations & Business Development Professional – An Overview**

* Offering **nearly 19 years** of comprehensive experience in Sales, People Management, Operations, Business Development and Channel Management.
* ***Currently designated as STATE HEAD-Operations in 108 Emergency Services.***
* A proactive leader and planner with cross-functional expertise in planning, market penetration, product launch & management, key account management with skills in competitor/ market analysis.

**Employment Details**

**GVK EMRI-Gujarat**

**Since Sep-2013**

**State Head: Operations and Sales**

* Responsible for Whole State Operations for timely services.
* Effectively managing and reviewing HOSPITAL RELATIONS across the state. Presently managing a database of 10000 plus Hospitals.
* Effectively managing Sales, Marketing, Inter-Facility Transfer of Patients, IEC activities at Regional, District and Rural levels.
* Coordinate with internal departments like Supply Chain, HR, Trainers, Admin, Fleet and Call Centre. Also to ensure that every department is aligned to achieve a common goal.
* To ensure that Brand 108 remains on top of the mind of people.
* Develop and Implement plans for strengthening interface with the Partners in the region & play a key role in expansions and major business plans for the State.
* Conducting state review meetings to address the Performance of the state.
* To lead and manage a team of Regional Managers, Program Managers, Emergency Executives and 2500-3000 Field Staff. Is accountable for state's field operations spanning over 600 locations.
* Ensure effective Employee Recruitment, Employee Engagement, Employee Motivation, Employee Performance Review, Promotion, Appraisal etc.
* Directing and coordinating activities consistent with established goals / objectives and policies for achieving highest operational efficiency.
* Conducting Monthly Stake holders review meetings, quarterly Operations review meetings etc.
* Conduct effective DEMO activities to increase the awareness of services.
* Validates the measures and metrics.
* Set / review goals as identified for the field operations staff in the state.
* Provides direction and structure for field operations. To participate in developing policy and strategic plans.

**Reliance Communications Ltd., Gujarat**

**Dec’08-Sep’13**

**Prepaid Lead (Area Sales Manager):**

* Channel Operations and Manpower Management.
* Managing a team of 55 Sales Executives (9 Onroll + 46 Offroll).
* Responsible for achievement of Gross, Net & Recharge sales targets in the assigned territory by execution of trade programs, robust and optimal distribution network, market workings , improvement in people productivity and enhancement in sales capacity.
* Build trust and relationship with distributors / retailers and company by clearing any doubts/confusions and providing solutions to any issue within reasonable time frame.
* Establish retail channel schemes at the cluster level based on corporate guidelines and with the approval of the circle/zone sales head.
* Achieving and maintaining market share in a highly competitive market.
* Customer acquisition and revenue growth from rural and new rollout markets.
* Loyalty and profitability of distributors on high stock norms and market servicing.
* Retailer loyalty and share of business from each outlet.
* Adhering to statutory norms without compromising on market share.
* Maintain team productivity and engagement at highest possible levels.
* Team Management.
* Distributor Engagement & Management skills to drive sales.
* Retailer Engagement & Management skills to drive sales.

***Notable Highlights:***

* **Appointed 21 Channel Partners (Distributors) in one of the worst hit areas of RCOM-North Gujarat in a short span of 21 days.**
* **Two of my Channel Partners are among the top performing Distributors of Gujarat State.**
* **Appointed and effectively managed a team of 55 Sales executives.**
* **Appointed and effectively managed 22 Distributors.**
* **Received Master-Blaster Award for best performance in Sales and Distribution.**
* **I was acknowledged for my best performance during GSM launch.**

**ICICI Bank Ltd., Rajkot (Gujarat)**

**Mar’06-Nov’08**

**Manager (Personal Loans-Sales and Collections)**

* Responsible fo planning, monitoring evaluating sales results and productivity levels.
* Overseeing cross selling opportunities of the branch.
* Setting Branch Sales targets & strategizing to achieve them.
* Designing & implementing sales, promotional activities, event management to enhance the brand visibility.
* Ensuring the sales staff complies with all established policies and procedures.
* Responsible for proper and close coordination with Branch Head, Regional and Zonal teams.
* Maintaining proper documentation and regulation compliance work.
* Responsible for recruiting & training executives to deliver quality results in the market and providing feedback & escalations to Products Heads / Regional Heads / Zonal sales Head.
* Supervising for training and development of the sales staff to ensure effective solicitation, marketing, campaign management, sales process management and business development.

***Notable Highlights:***

* **Within 3 months the sales figures rose to 5 crores per month from 3 crores per month.**
* **Recruited a team of 105 DST in a record time (20 days). This lead to highest delta addition (in terms of sales) in entire west zone.**
* **Two of my DSAs were awarded top position in the zone.**

**Hindustan Unilever Ltd., Gujarat**

**Sep’99-Feb’06**

**Growth Path:**

**Sep’99-Aug’00 Trainee Territory Sales In charge, Ahmedabad**

**Sep’00-Nov’03 Territory Sales Incharge, Bhavnagar**

**Dec’03-Feb’06 Cluster Head- Saurashtra Zone (Gujarat), Rajkot**

* Accountable for secondary sales for the company in the assigned regions.
* Was looking after all the categories namely Personal Wash, Fabric Wash, Mass Products, Food etc.
* Appointing dealers and managing them in the assigned territory and in zone.
* Setting up infrastructure and manpower requirements for all 35 distributors in Saurashtra & Kutch.
* Successful launching of products by applying innovative ideas at the local level.
* Appointing and managing interim sales staff.
* Handling a total turnover of 52 Crores per annum in Saurashtra zone.
* Key driver of the total retail base of 2400 retailers including modern trade outlets in Rajkot city.
* Overseeing the functioning of 4 TSIs and 105 RSSM.

***Notable Highlights:***

* **Received award for the successful transition of Synergy system of Vendors.**
* **Awarded for highest sales for a few detergent products.**
* **Awarded and recognised for a successful launching of Wheel Green Detergent Powder.**
* **Received an award from Film star Aishwarya Rai for my outstanding contribution in Re-launch of LUX BRAND.**
* **Awarded Master-Blaster award from Regional Manager.**
* **Rated ‘V’ (highest rating at HUL) consecutively for three years resulting to well deserved promotion within 4 years of time span in HUL.**
* **Showed active involvement in all kinds of in class and on the Job training to all 105 RSSM.**

**Navneet Publications (I) Ltd., Gujarat & Rajasthan**

**Sep’98-Sep’99**

**Marketing Executive**

* Achieving primary and secondary targets for entire state of Gujarat and Rajasthan.
* Handling team of 8 sales executives.
* Supervising school & commercial exhibitions by negotiating with school authorities and trustees.
* Overseeing a total turnover of Rs.3 Crores per annum.

**Project Undertaken**

*MBA Project:*

* Detail project on the functioning of Banas Dairy (Milk Marketing Federation).

**Co-Curriculars**

* Participated in West Zone Interschool hockey competition.
* Was awarded best sports person at school level competitions.

**Education**

* **MBA (Marketing)** from Saurashtra University, Rajkot in 1998.
* **B.Sc. (Chemistry)** from Gujarat University, Ahmedabad in 1996.
* **12th Science** from Sainik Schol Balachadi, Jamnagar in 1993

**Personal Details**

Date of Birth : 12th September 1975