Career Objective

Practiced professional with extensive experience in running successful business operations across geographically diverse markets. Proficient in business planning, sales, marketing, budgeting and team management. Known for implementing large-scale business development projects through careful market research and identification of opportunities to capture market share in challenging marketplaces. Capable of mapping customer preferences and requirements, strategy formulation and time-bound execution to combat aggressive competition. Verifiable track record of developing robust sales and distribution channels, managing retailers and whole-sellers and building a productive professional network to achieve corporate objectives. With established competence in defining KPIs and designing definitive business models, seeking an executive role with a reputable organization to facilitate growth through judicious management of organization’s functions.



**Target Industry:-**FMCG / Electronics & Consumer Durables /Life Style /Marketing / Sales /RetailWholesale / Distribution & Logistics / Supply Chain

Skills

* Business Strategy, Business Plan Execution, Ethical Business Methods
* Management of Strategic Corporate Alliances and Business Partnerships
* Sales Planning, Business Development, Retail Sales Operations, Pricing Strategy
* Visual Merchandizing, Plan-o-grams, Retail Store Design
* Strategic Marketing, Market Expansion Planning, Distribution & Channel Management
* Supply Chain Management, Distribution Network Development
* Operational Planning, Operations Management, Sector Sales, Direct Marketing
* SCM Model Design & Development, Logistics Supervision
* Corporate Account Management, Corporate Revenue Generation, Contract Renewals
* Sales Management Techniques, Negotiations, Corporate Presentations, Deal Closure
* Corporate Communication, Media Relations, Public Relations
* Customer Relations, Customer Service, Customer Feedback Assessment
* Departmental Recruitment & Selection, Training & Development
* Excellent Communication, Leadership Abilities, Mentoring & Motivation
* MS Office, Internet Applications

Professional Experience

**Sales & Administrative Head - East, Dec2009- Present**

**Gunnebo India Pvt. Ltd**

**Designation Chronology:**

* January 2013 to Present:Sales & Administrative Head – Eastwithadditional pan India responsibility in Retail
* January2011toJanuary 2013:Deputy General Manager - North
* December 2009 toJanuary2011: Regional Business Manager - North

**Noteworthy Achievements:**

* As Sales & Administrative Head for East, responsible for managing operations for an annual turnover of INR 42 Crore.
* Allotted additional responsibility of establishing startup retail activities pan India.
* Some of the Key Accounts include Reserve Bank Of India,Allahabad Bank, UCO Bank, United Bank, State Bank of India, renowned jewelers with pan India presence like Senco, TBZ, MP Jewelers, and Government entities - Postal department, Ordinance Factories.
* Consistently met sales targets and qualified for tours to USA, South Africa, and Europe.
* Workingin collaboration with the Deputy MD / ED, present business performance reports and meticulously strategize key development initiatives of the company.
* Designed a systematic reporting structure to manage a team of 32 from administrative and other departments; currently oversee the activities of 8 senior members handling different functions to ensure overall control.
* Recognized as theBest Regional Manager in 2013 and 2011.
* Posted record increment in turnover for the North region – from INR 10 Cr. to INR 45 Cr. and from INR 8 Cr. to INR 38 Cr. in the East region.
* Monitored AMCs and SLAs to effectively control costs and registered a significant drop in regional overheads by 6% against the defined KPI of 5%.
* Developed a solid distribution network through efficient channel management by leveraging retailers and whole-sellers in the region, expanded business to previously unexplored markets and augmented sales revenues.
* Received promotions consistently on account of excellent performance, presented with substantial monetary rewards by the management in every quarter that included incentives, bonus and perquisites.

**Key Responsibilities:**

**Business Development**

* Develop the annual sales plan, assign targets to sales teams across various markets in the region, equip the sales people with required information and tools to achieve targets and monitor daily, weekly and monthly performance.
* Finalize the sales budget, oversee adherence to budgeted figures to safeguard the company’s financial interests in tough economic condition and highly competitive markets.
* Design business development projects to expand internationally and participate in trade exhibitions and events to promote company’s products.
* Build and sustain brand name of the company, initiate brand management activities, and boost brand recall and market presence through planned advertising.
* Provide adequate customer support through prompt after-sales services, build customer relations, and generate prospective customer contacts; present company’s value proposition and secure orders.

**Channel Management**

* Identify markets for expansion, study customer needs in specific markets, introduce company’s products based on carefully researched market entry strategies and acquire customers.
* Select reliable businessentities to widen market reach through the establishment of authorized dealerships, assess dealer capacities before finalizing contracts and expand sales operations in challenging markets.
* Acquaint the sales staff at dealers’ premises with company’s products, provide complete information on product features, train staff to effectively justify prices charged and evaluate the effectiveness of demonstrations given by the sales staff.

**Corporate Customer Relations**

* Coordinate with key accounts of the company that includesbanks, renowned jewellery stores, postal services and other government agencies, and ensure yearly contract renewals through quality customer service.
* Develop productive business relations with C-level executives in various organizations; interact with consultants and experts providing advisory services in specific industries and pitch company’s products to generate business inquiries and sales.

**Inter-departmental Support**

* Through careful inventory planning and control, optimize the inventory holding costs and free-up resources (financial and human) for deployment to other projects; ensure availability of products as per demand in various markets.
* Scrutinize the cash conversion cycle, expedite receivables to support a steady stream of cash inflows and verify compliance with the credit policy of the company.
* Guide teams in all departments of the organization, as required, to support the members in completing KRAs successfully; promote inter-departmental coordination and develop a high-performing work culture.

**Administration**

* Supervise data entry tasks in the internal database, oversee maintenance of documents as per prescribed procedures and guide the admin team in creating archives for all business information of the company.
* Review invoices, approve vendor and third-party payments, and direct the accounting team to maintain proper accounting records.
* Administer the corporate HR policy, ensure that employees adhere to the code of conduct to control violations, and resolve employee grievance through counseling; initiate disciplinary action in case of serious non-compliance detected.

**National Sales Manager – Institution & Modern Trade, Aug 2008–Dec 2009**

**La Opala R G Ltd.**

**Noteworthy Achievements:**

* Instituted modern trade / operations for the company’s products throughvarious retail formats that included malls, hyper-stores and super-stores.
* Built key business associations with well-established, systematic retail chains in India (Future Group, RPG Group), signed contracts to sell through their stores across the nation to popularize company products and gained customers.
* Recognized the peculiarities of Indian buyers, their buying preferences, tendencies and requirements, and introduced the sale of individual pieces / items across retail counters.
* Approached corporate clients and secured high-value contracts to supply products to various companies especially in the pharma sector.
* Streamlined the accounts receivable function by sales planning, reduced DSO in the corporate sales segment by 115 days, and improved the liquidity position of the company.
* Established modern trade for the companyby identifying the dynamics of the contemporary Indian markets, emergence of a new culture on infusion of western ideas and effected continuous process improvements to grow trade presence to the tune of INR 23 Crore from almost zero sales.

**Key Responsibilities:**

* Steered operations of the institutional and modern trade segments of the company, led a core team of12, and reporteddirectly to the Managing Director.
* Liaised with retail giants, negotiated profitable contracts to become the top seller in the category, and launched promotional campaigns to reach markets across India.
* Reviewed pricing strategies to attract individual customers from various economic classes and developed a strong supply chain model to ensure that products reached markets in time and in undamaged conditions.
* Maintained continuing communication with institutions / organizations to understand new requirements, identified new avenues for business development, and offered customized products for corporate gifting.
* Generated export sales through extensive market research of global marketplaces, worked with the senior management to set-up export operations and rationalized internal processes & systems to cater to local and global business.

**General Manager (Institutional Sales), Apr 2005–Aug 2008**

**Sree Leathers**

**Noteworthy Achievements:**

* Essayed a key role in increasing institutional sales and posted a contribution of 33% to the total turnover of the company.
* Drove sales efforts and increased business volume up to INR 46 Cr.
* Topped the Eastern Region with a market share of 45% (from the previously lagging 8%) in organizational sales by improving sales management processes and thus business performance.
* Acquired an order from Port Trust (all India), the largest ever for the company, both in terms of value and quantity, and provided tailor-made products with focused service to the prestigious customer.
* Independently and accurately assessed business needs, prepared a franchise distribution model anddeveloped 10 franchisees in the region to grow operations.
* Recognized as one of the top performers for the year 2007 and 2006.

**Key Responsibilities:**

* Set up business processes, defined performance parameters, recruited competent personnel and commenced sales operationsfor institutional business across India leading a team of 5 direct reportees.
* Handled marketing promotion, brand development, media & PR activities, corporate event management, and coordinated participation in international trade expos and shows.
* Liaised with government entities to secure export exemptions and incentives, participated in trade exhibitions as a representative from India to promote leather goods and products in western markets and obtained foreign orders.
* Visited corporate customer premises, presented new products offerings, introduced corporate gifting solutions – direct items / coupons for online shopping etc.
* Strengthened the distribution network by optimizing operational processes, reduced order fulfillment lead times working in conjunction with production and distribution teams, and conducted surveys to understand customer requirements.

**Regional Manager (North India),May2002 – Mar 2005**

**Swiss Military - Satin India Ltd.**

**Noteworthy Achievements:**

* Established business operations primarily in North India and eventually expanded to markets pan India.
* Declared as “Top Performer” in consecutive years 2003 and 2004.
* Achieved a notable market share of 32% on commencement of business in the Northern region for the following product categories – stationery, lifestyle goods, utility products and leather accessories.
* Successfully commenced administrative & branchoperations at other locations in India - Kanpur, Chandigarh and Jaipur.
* Distinguished supplier of writing instruments (pens) to TheMembers of the Parliament (both Houses), 2004.
* Planned the establishment of a well-organized dealer network for the Eastern Region in 2005 as part of special assignment to enhance sales in the East.
* Introduced a new collection of stylish wrist-watches in the Northern region in markets dominated by other well-known players.

**Key Responsibilities:**

* Established business partnerships with dependable trade associates, opened up new branches in India, selected branch managers, allotted sales targets and reviewed performance of branches.
* Weighed available opportunitiesin different markets to choose the most profitable and workable markets from different parts of India, defined customer segments to set prices, advertising campaigns and discount schemes.
* Recommended markets for expansion as per the policy and assisted the senior executives in making capital budgeting decisions.
* Contacted popular retailers in India and sold the company’s products under their brand name, increased brand awareness by aggressive promotion and advertising, and swiftly grew sales in different parts of India.

Previous Assignments

* Jan 2001 – Apr 2002 (1 Year 3 Months): Branch Manager – UP, Aristocrat Marketing Ltd.
* Mar 1987 – Jan 2001 (4 Years 10 Months): Sales Officer / Sales Executive / Area Manager, Philips India Ltd.

Education

* **Calcutta University, St. Xavier’s College, Kolkata, India**, Bachelor’s in Commerce Honors (1984)

Professional Development

**Certifications, Trainings and Workshops**

* 2014: Leadership Development, Ma Foi, Mumbai
* 2010: Channel Management & Development, Ma Foi, Mumbai
* 2001: Finance for Non-finance Workshop, JU, Kolkata
* 1992: Selling Skills and Communication Skills, IIM, Kolkata
* 1989: Management Development (Part I and II), SIMS, Mumbai
* 1987: Computer (Basics& Advanced), Tata Unisys Ltd Education Centre, Kolkata

Personal Information

* Citizenship: India
* Driving License: International driving license
* Date of Birth: 24/09/1964
* Marital Status: Married
* Hobbies and Interests: Travelling , Driving, Internet Surfing
* Language: Fluent in English, Hindi, Bengali and Arabic (Beginner)
* References available on request