**AMIT**

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**Rich Blend of Corporate Social, Business Development, Sales & Marketing, Business Alliance, Liaison/ co-ordination, Customer Service; Seeking Senior level Managerial role in a highly reputed growing Organization**

**Professional Abridgement**

* A result driven professional with more than **14 Years**  of rich experience in Sales, Relationship Management, Business Development, Team Handling, Strategic Planning, Corporate Social, Relationship Management, Key account Management, Servicing, currently looking for a senior level Managerial Appointment.
* **Presently posted as Assistant Sales Manager – B2B /Souq Business (Electronics & Home Appliances division) in Y. K Almoayyed & Sons ( Manama , Kingdom of Bahrain)**
* A strategic planner with expertise in Client Relationship Management and process implications; proficiency in Team handling, over achieving the set Targets, building and maintaining relationships with key corporate decision makers, establishing large volume, and high profit accounts with excellent level of retention and loyalty.
* A proactive leader and planner with expertise in strategic planning, plan execution, account management. Excellent handling of operational audits by internal and external auditors.
* Possess excellent communication with exceptional interpersonal, problem solving, leadership, team-building & presentation skills.

### Managerial Skills

* Strong vision and willingness to work hard to take the Organisation into a level of desired fame by exhibiting high standards and performance, benchmarked against the best in the sector.
* Monitoring and controlling the Team & motivating them to achieve the Targets.
* Ability to work independently with minimal supervision and attain group goals.
* Possesses the ability to deal effectively with a variety of personnel and executive leadership.

**Professional Highlights**

Having a combination of Business Alliance and Relationship management with strength in high-tech corporate system. During the assignment in Organisation has been involved from the inception to establishment of many task and responsibities, wherein has implemented different functions rigidly and successfully too. With this varied experience of over a decade, has worked in many responsible positions driving the business function of the organization.

**Qualification Highlights**

* P.G.D.B.A (Marketing) from Symbiosis Centre of distance learning, 2011.
* B.E. (Electronics) from Nagpur University, 2002.
* Higher Secondary from A.I.S.S.C.E. Board, 1998.

**Area of Expertise**

* **Strategic Planning:** Authoring business strategies and strategic utilization and deployment of available resources to achieve organizational business objectives. Building alliances Customers. Establishing corporate goals, short term and long term budgets and developing business plans for the achievement of these goals.
* **Customer Relationship Management:** responsible for the planning, successful execution and follow up for a diverse range of customer retention campaigns, along with producing their annual budget, monthly forecast, and other business reporting as required. Responsible for conceptualizing and managing a diverse range of customer retention campaigns and initiatives. This includes idea generation and exploration, preparing and presenting proposals, overseeing the creative and production processes and championing successful execution.
* **Relationship Management:** Building and maintaining healthy and high yield business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms. Maintaining cordial relations for the profitability of the business. Maximizing customer satisfaction level by monitoring complaints related to services and facilities, providing efficient services. Handling customer grievances and resolving issues. Planning for effective customer acquisition to reach the pre set targets.
* **Training & Development/Team Management:**Imparting /organizing training programs for achieving stretch targets. Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets. Analysing team performance in their day to day activities.
* **Sales/Marketing Operations:** Ensuring territory coverage to touch all opportunities on a scheduled basis.Developing processes to obtain leads through sourcing opportunities to leverage prospects/clients.Developing & executing effective marketing plans to assure achievement of agreed-to volume, market share and profit objectives. Managing sales & marketing operations; implementing sales promotional activities as a part of product launch, brand building and market development effort.
* **Key account & Relationship Management:** Building and maintaining healthy and high yield business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms. Maintaining cordial relations for the profitability of the business. Maximizing customer satisfaction level by monitoring complaints related to services and facilities, providing efficient services.

 **Employment Chronicle**

**Aug 2015 – Till Date Y.K Almoayyed & Sons Assistant Sales Manager B2B/Souq Biz. (EHA)**

 **Kingdom of Bahrain**

Y. K Almoayyed & Sons is a leading business conglomerate in Bahrain. The company has diversified business interest such as Consumer Electronics ( Toshiba , Hitachi, Glemgas, Indesit, Ignis, Kenwood, White Westinghouse, Videocon, Morphy Richards, Westpoint, Super General, Fratelli, Sonos, Safari,etc.) , Automobiles brands such as Nissan , Renault , Ford , Lincoln, Great Wall etc.. Also deals in Building Materials, Furnishings, etc.

**KRAs & Main Responsibility**

* Managing all the YK Almoayyed B2B customer base.
* Drive the sales team for achievement of designated targets assigned by higher management
* Work out attractive offers for dealers from time to time to drive volumes and also get secondary sell out through our dealer network.
* Managing Key B2B customers as well as approach prospective B2B customers.

**Feb 2014 – July 2015 Master Tech S.P.C Product Manager (TCL Electronics & HA**

 **Kingdom of Bahrain , Fagor & Hitachi SDA)**

Master Tech SPC is a Group concern of Al Hawaj group. Al Hawaj group is a business conglomerate with diversified business interest such as Consumer Electronics (Samsung, TCL Electronics & Home Appliances, Ariston, Fagor, and Hitachi SDA), Perfumes, cosmetics, luxury watches, clothing, etc.

**KRAs & Main Responsibility**

* Managing the Sales & Marketing of TCL Electronics & Home Appliances , Fagor and Hitachi SDA in Bahrain
* Forecasting and procurement of the products from the principles.
* Ensure profitability and achievement of designated targets assigned by higher management through sales team.
* Work out attractive consumer offers for increasing the sell out.
* Managing all the Hypermarkets such as Carrefour, Geant, Sharaf DG, Extra, Home Electronics, GSF Hypermarket, Megamart, etc as well as dealer network.

**Mar 2012 – Jan 2014 Samsung India Electronics Pvt. Ltd. Assistant Manager**

**May 2008 – Feb 2012 Samsung India Electronics Pvt. Ltd. Senior Engineer**

 **Gurgaon (Customer Satisfaction division)**

Samsung is a leader in Consumer Electronics & Home Appliances industry in the world. It is also well known for its IT, Consumer Electronics & Semiconductors business. Samsung India has a network of 30 branches and 16 Area Sales Offices located all over the country and the number is expected to grow, as the organization continues to expand its horizons.

**KRAs & Main Responsibility**

* Heading PAN India Technical Support for Note PC’s & Printers.
* Field Test( Pre Testing) of the Printers & laptops before launch in India Market
* Prepare Technical content (Service bulletins) for field engineers and ensure proper training to field engineers is imparted by the regional trainers.
* Raise product quality issues reported from field to HQ Korea and obtain solution from them on priority basis.
* New Product (Note PC’s, Printers) launches info to field along with features & Technical specs.
* Ensure that the KPI’s of the service such as Quality Index, TAT, Repeat Repair Ratio, Same Day Repair, Long Term Repair Ratio, etc. is maintained within the stipulated limits.
* B2B Customer Support for Printers, Note PC’s, LCD, LED TV’s, Plasma TV’s, Home Theatres, etc.
* Evaluate the performance & KPI’s of the Corporate Service Managers across India.
* Technical Support to Hospitality sector in terms of Hotel mode, installations.
* Sales of Service Packs & Annual Maintenance Contracts to B2B customers.
* Visit & telephonic conversation with B2B customers in order to understand their grievances and provide excellent services to them so that customer satisfaction & brand image reach its pinnacle.
* Collating information on product performance, market presence and brand position vis-à-vis competition.

**Mar. 2007 – Feb. 2008 Redington India Ltd., Area Sales Manager**

 **New Delhi**

A leading Supply Chain distributor in IT, Consumer Electronics & Home Appliances.

**KRAs & Main Responsibility**

* Managing Corporate / Institutional sales of Microsoft XBOX 360, IT Hardware Products & Apple (I pods, Mac books**)** range ofproducts in Delhi/NCR.
* Maintain close working relationship with the principals, clients and dealers.
* Implement Marketing activities such as Road Shows, Demonstration Kiosks etc. at corporate to create awareness and improve sales.
* Identify new corporate dealers specialized in corporate gifting as well as those dealing with lifestyle products.
* Sales Planning and implementation to achieve acquisition targets.
* Achievement of revenue growth targets.
* Restructuring and channel appointments to improve width and depth of coverage.
* Multitasking and Customer focus through personal effectiveness.

**Feb 2006 - Dec 2006 National Trading Centre LLC Sales Executive**

 **Dubai ( U.A.E)**

Exclusive distributor of CANON & Oce’ Office Automation products in U.A.E

**KRAs & Main Responsibility**

* Manage Corporate & Dealers for the Sales of CANON and Oce’ Office Automation in Dubai.
* Maintain existing and Identify new clients /prospects, understand their Micro & Macro business environment and documentation / workflow process.
* Customer requirement / Need analysis and solution presentation.
* Periodic review of Prospect list and achieve assigned targets.
* Achieving laid down brand wise primary/secondary sales targets.
* Conducting ground level brand promotion activities.
* Planning marketing activities to achieve volume estimations and review effectiveness.

**Mar 2003 - July 2005 OTE Group (LG Electronics & HA Division) Sales Executive**

 **Muscat ( Sultanate of Oman)**

OTE GROUP is a leading business conglomerate in the Sultanate of Oman with diverse business interests in Consumer Electronics, IT, Automobiles, Travel & Tourism, Shipping, Transport, Tyres & Lubricants, etc.

**KRAs & Main Responsibility**

* Managed all the Hypermarkets/ Large Format Retail such as Carrefour, Lulu Hypermarket, Safeer Centre , Sultan Center, Souq Techniat etc. in Muscat (Oman)
* Responsible for Sales & Marketing of entire range of LG Electronics & Home Appliances.
* Trained the sales staff of the hypermarkets about entire LG product range.
* Implemented Marketing activities such as Promotions/schemes/banners/leaflets /new product launch effectively to enhance the sales of LG products.
* Monitored sales & stock level of all the hypermarkets.
* Analyzed as well as tracked competitors activities & provided valuable inputs to the senior management to take corrective measures.
* Provided excellent and timely services to the customers through proper coordination with our service department.
* Orders processing, invoicing using SAP, payment collection & reconciliation of accounts.

**Notable Accomplishments:**

* Developed and maintained close and efficient working relationship with customers, office personnel, dealers and principals.
* Doubled the sales figure in the year 2004 of Carrefour once I took over the hypermarkets Vs the sales figure of the year 2003.
* Achieved the sales figure of year 2004 in just 6.5 months in year 2005.
* Awarded huge incentives throughout for consistently over achieving the assigned target.

**Trainings**

* Training Program on LCD TV’s, Printers, Hotel mode, etc.
* Participated in 3 days workshop on Samsung laptops new line up, Windows 8 , RDPK Technology, Assembly , disassembly of Laptops & smart PC’s in South Korea in Sep’12.

**Personal Vitae**

Date of Birth : 26th September, 1980

Language Known : English, Hindi

Marital Status : Married

Driving License : Valid GCC Driving License

**Declaration**

I hereby declare that the above information furnished is correct to the best of my knowledge.

(Amit)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_