**Personal Info**

**Email:**

[Joy-397764@gulfjobseeker.com](mailto:Joy-397764@gulfjobseeker.com)

**DOB :** 1st June 1980

**Skills:**

Buying

Category Management

Brand Management

Strategy Planning

Implementation

Promotion & Campaign Management

Market Activation

Campaign design & Rollout

Event Planning& implementation

Media Planning – ATL/BTL

Digital Marketing – SEO/SCM

Social Marketing

Consumer Research

CDT Understanding

New Product Development

Trade Marketing

Sales & Distribution Management

***Joy***

A Sales &Marketing professional with over 16 years of experience in handling various cross functional roles.

**Key areas handled:**

* P&L management – Managing budgets with accountability of ROI on spends to maintain profitability.
* Buying & Merchandising.
* Vendor Management – Expertise in Building & scaling up vendors.
* Consumer &Trade Promotions- **Joint business plan closure** with Vendor partners/ Retail Partners.
* Visual Merchandising – executed & innovated the space at store for generating higher revenue generation.
* Worked extensively on deployment of Category Management solution. (Both at On shop & In shop level.)
* Price Innovation, Benchmarking to track profitability.
* CDT (Consumer Decision Tree) / understanding, Planogram &Modularisation.
* Retail footprint expansion - Traditional Trade Footprint expansion and new channels creation like e commerce, Indian Railways, CnC, CSD, online etc.
* Assortment Planning & execution.
* Marketing Strategy & Planning.
* Campaign design & roll out( ATL / BTL ).
* Expertise in handling NPD projects end to end.
* Brand Management: Handling creative agencies and controlling brand message deliverable tools.
* Media Planning & Execution.
* Digital Marketing – Building online channels, SEO/SCM, Social marketing, leveraging the Digital platform for targeted effective marketing programs.
* Go-To-Market planning & execution.
* Market & Consumer Research – Understanding consumer behavior. Track Market trends to channelize spends in the right direction.
* Business Intelligence & Analytics.
* Driving various CSR initiative across all companies - Bharti Foundation inassociation with**Ezee Hugs**atDelhi NCR.

**Experience**

**Experience 1.**

**Duration: Oct 2019 – Present**

**Role:Vice President Business Operations** **Business Size: 60 Cr**

Team Size : 1 AVP, 3 GMs,30 Area Managers, 330 Clinic Managers, 1 HR Partner,

1 BI Executive, 1 Finance Executive.

**Key Responsibility:**

* Build & Establish MEDDO business plan.
* Oversee the business Operation across sales, operation & marketing functions.
* Ensure Proper Training to Team members.
* Drive Category Growth& Profitability.
* Drive & exceed revenue plan v/s AOP.
* Grow profitability across clusters to achieve Operational Break even.
* Mentoring Team to achieve Perfect Clinic Score.

**Experience 2.**

**Company Name: Cargill India Pvt Ltd** **Duration: Jan 2017 – Aug 2019**

**Role: Marketing Manager – Health Oil Business** **Business Size: 7500 Cr**

Team Size : 2 Brand Manager & 2 Regional Trade marketing Manager

**Key Responsibility:**

* Marketing Strategy planning and Rollout.
* Drive Category Growth,AOP achievement&managing Profitability.
* Deliver Marketing Objective for the Category and Brands-Market Share (Volume/Value).
* Create & execute AOP (Annual Operating plan)
* GTM Planning & Roll out.
* Price Innovation, Benchmarking to track profitability.
* Channel Expansion / Retail footprint expansion.
* Marketing program rollout for all channels for customer acquisition, retention and upgrades.
* SMAG planning & execution.
* Drive brand preference by conceptualizing and developing brand communication.
* Lead NPD projects to launch new brands/ extensions/ offerings.
* Consumer insight generation through observing on consumer behavior, Attitude and Practices.
* Segmenting, Targeting and Positioning of the sub brand /brands in competitive context.
* Improve efficiency of marketing programs by measuring & evaluating all activities.
* Corporate PR and CRM Management.

Attainments:

* Moved from being No.3 player at PAN India level to attain Market leadership for Olive Oil business.
* Created the 1st PTC tracker for Cargill’s Health Oil Business to reduce Input leakages.
* Conceptualized & developed 3 NPD in H&W Oil edible Oil platform. Have launched two till date.

**Experience 3.**

**Company Name: Bharti Walmart**  **Duration: Jan 2012 – Jan 2017**

**Role: Senior Buyer –FMCG** **Business Size: 1500 Cr**

**Key Responsibility:**

* Category current and future trend understanding though market research data.
* Category Initiatives planning & Implementation.
* Establish and execute Events to improve sales.
* Responsible for delivering Sales, RGM.
* Instock Management.
* Planning & Rollout of Sales achievement plans (i.e. through pricing /promotion).
* Additional income generation through space selling/activation.
* DOH plan and OTB management.
* Drive Velocity (GMROI).
* Define, formulate & Implement Private Brand Strategy.
* Design and Review TOT.
* Vendor Management.
* Annual joint business plan closure with partners on category built up initiatives.
* Improve Margin through continuous focus on reducing markdowns & improved mix.
* Develop Team through coaching & mentoring.

Attainments:

* Got Promoted as Deputy General Manager in the year 2014.
* Received 11 Star of the Month Award & 3 Team excellence award.
* Created & executed events like Cleaning Mela - Dhulai, Pest Control Fest to drive footfall**.**

**Experience 4.**

**Company Name: Spencers Retail Ltd.**  **Duration: Dec 2009 – Dec 2011**

**Role: Senior Category Manager –FMCG** **Business Size: 1050 Cr**

**Key Responsibility:**

* Responsible for delivering Sales & RGM for the assigned category.
* Additional income generation through space selling/activation.
* Develop & Implement Personal Care Zone.
* Net Working Capital Improvement for the assigned category.
* Category role definition review (Once a year)
* Assess supplier performance (Monthly).
* Category Strategy & Tactics Review. .
* KVI Pricing (Monthly)
* Track ABV/NOB Monthly ,
* CRM (Range Rationalisation)
* Vendor Fill rate with A/C Receivable Ownership.
* Vendor Score Card Review.

**Experience 5.**

**Company Name: Reliance Retail Ltd. Duration: Sept 2007 – Nov 2009**

**Role: Category ManagerBeverages& Regional Marketing Manager Business Size: 100 Cr**

**Key Responsibility:**

* Establish and execute Events to improve sales.
* Drive top line&Instock.
* Effectively launch private labels & manage local assortment.
* Regularly do sales & margin analysis to avoid margin leakage.
* Promotion planning, implementation & analysis:
* Vendor management.
* Successfully implemented Super Value Stores at Ranchi &Dhanbad

**Experience 6.**

**Company Name: Bharti Airtel.**  **Duration: June 2005 – Aug 2007**

**Role: Zonal Sales Manager** **Business Size: 950 Cr**

**Key Responsibility:**

* Responsible for the assigned zone over all business (Net adds, Gross revenue).
* Increase active retail base as per distribution norm.
* Monitor proper investment by the channel partners in the business.
* Responsible & accountable for rural penetration.
* Mentoring and motivating team to achieve organizational goal.
* Ensure adherence to compliance policy.

Attainments:

* Received 3 Sales Excellence Awards.
* Promoted as Zonal Sales Manager in the year 2006.

**Experience 7**

**Company Name: ITC** LTD**. Duration: Apr’2004 to June 2005**

**Role: Area Executive – Trade Marketing & DistributionBusiness Size: 6400 Cr**

**Key Responsibility:**

* Implementation of category or brand input plans.
* Drive Sales.
* Channel Partner Management.
* Team development & mentoring.
* Successfully launched FMCG categories ( Atta, Biscuits, Confectionary, Agarbatti, RTC etc.

**PROFESSIONAL DEVELOPMENT INITIATIVES**

* Trained in Shopper Research, Category Management.
* Trained in Advanced Negotiation & Team Building.
* Advance End user in SAP, JDA & Retail Link.
* Diploma in Fine Arts from Chandigarh University.

**ACADEMIA**

* 2001-2003 MBA (Marketing & Finance) from Utkal University, Orissa, India
* 1998-2001 B.Com from Utkal University, Orissa, India

**IT Forte:**

* Proficient in MS Office applications including Word, Excel, PowerPoint , SAP, JDA, Retail Link.