

ABHISHEK SINGH

Mumbai, India

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SUMMARY

Sales professional with over a decade of experience in the coatings sector, excelling in customer relationship management and strategic sales growth. Proven expertise in leading cross-functional teams and key account management. Recognized for consistently exceeding revenue targets, innovating in market strategies, and strengthening ties with major industry stakeholders.

EDUCATION

Lancaster University Management School, Lancaster, UK **October 2022 – August 2023**

Master of Business Administration (MBA)

- Recipient of Lancaster Global Scholarship
- Courses: Corporate Strategy, Strategic Management, Mergers & Acquisitions, Operations Management

RV College of Engineering, Belagavi, Karnataka, India **September 2006 – July 2010**

Bachelor of Technology - Chemical Engineering

PROFESSIONAL EXPERIENCE

PPG Asian Paints Pvt. Ltd, Mumbai, India **May 2019 – September 2022**

India's largest producer of paints and coatings

Sales Manager – Coil & Extrusion (India)

- Drove robust sales growth by executing National Sales for the Coil and extrusion segment, achieving INR 600 Mn annual revenue.
- Fostered customer management with key accounts such as Tata BlueScope Steel and Arcelor Mittal, successfully expanding market share from 23% to 57% in Coil and Extrusion segments.
- Exhibited strong team player skills by leading and unifying a cross-functional team, achieving revenue targets beyond 150%.
- Awarded the "Overachiever Award" in 2020 for outstanding sales and services during the pandemic.

Henkel Adhesives Technologies India Pvt Ltd, Mumbai, India **November 2018 – April 2019**

A leading solution provider for adhesives, sealants, and functional coatings

Territory Sales Manager – West & South India

- Championed sales growth, reaching 80% of the annual INR 250 Mn revenue target in just two quarters.
- Steered the sales of the entire value chain of process chemicals and PT chemicals for the Steel mills ranging from rolling oil, passivation, and Thin Organic Coatings (TOC)
- Introduced market penetration strategies, disrupting Chrome and Chrome-Free segments with Non-Chrome (Cr3)-based product offerings.

PPG Asian Paints Pvt. Ltd, Mumbai, India **October 2016-October 2018**

Manager – Sales & Services (Extrusion Coatings)

- Grew the Extrusion business by 350% per annum, doubling the client base.
- Enhanced customer management by pioneering a shift to specification selling, resulting in a 150% sales growth in 2017.
- Demonstrated teamwork by collaborating with various departments, ensuring alignment with company objectives.

AkzoNobel India, Mumbai, India **July 2010 – September 2016**

A Dutch multinational company with an annual turnover of USD \$12B

Technical Sales & Services Executive – West India

- Delivered an annual business revenue of INR 125 Mn across Extrusion Coating and Coil Coatings
 - Awarded as a STAR employee in 2015 for recording an all-time high invoicing of INR 50 Mn.
 - Solved complex technical issues to deliver service excellence, strengthening customer relations.
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SKILLS & CERTIFICATION

- Level 1 Module for PSS training Miller Heiman Group (MHI)
- Strategic sales forecasting and market trend analysis.
- ClientLink CRM