

HIMANSHU DAGA

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; targeting challenging assignments in an organization of repute

+919810889955

Delhi/NCR, India

Daga.delta@gmail.com

www.linkedin.com/in/dagahimanshu



PROFILE SUMMARY

- **Achievement-driven professional** with 18+ years of rich experience in **Sales, Business Development, P&L Management, Channel Management and Team Building** across various geographies in India focusing majorly on Home Solutions (sanitary ware products)
- Ramped –up business by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- Directed the coaching and development of channel partners; guided them in achieving positive results using value-based selling
- Combine entrepreneurial drive with business-management skills to drive gains in revenue, market share and profit performance
- Maximised revenue opportunities through effective forecasting, pricing, rate management, optimal business and distribution channel mix
- Leveraged industry knowledge to promote key intermediary satisfaction, leading to client retention and organic growth
- Pivotal in transforming the function into a value creation group by working in collaboration with stakeholders, cross-function partners, strategic supplier alliances to generate year-over-year productivity
- Fostered lasting relationships and promoted organic growth with distribution intermediaries through value-added strategic analyses and execution of consultative solutions
- Developed the strategy & plans for organization’s business operations; conceptualized & developed new business strategies which led to an increase in turnover & profitability of the organization
- An effective team leader with excellent analytical, problem-solving, decision-making and relationship building skills

EDUCATION

2014: Executive MBA (Specialization) from MDU, Location

XXXX: Graduation Course name, university, location & passing year

IT SKILLS

- MS office
- Adobe
- Tally

CORE COMPETENCIES

Sales Strategy Planning & Implementation

Partner/ Dealer Performance Management

P&L Management; Revenue Generation

Key Account Management

Customer Relationship Management

Budget Optimization; Sales Forecast

Market Intelligence

Go-To-Market Strategy

Territory Expansion; Market Penetration

Product Launch; Contract Negotiation

Team Leadership & Management

CAREER TIMELINE



NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- Identified and created business opportunities for the channel, which enabled the team to improve channel confidence and acquire new channels
- Expert with proven track record to setting up new business and build a strong channel and team & from 0 sales to year-by-year strong growth and pipeline for years.
- Led a team of 8 sales executives in a Influencers connect drive that resulted in increased numbers of Influencers recommendations and sales of INR 2.4 Crores and we exceeded our annual sales goals by 28%
- Delivered Approx 50% YOY growth and 20% sales target for FY 2016, 2017, 2018 & 2019 within the assigned geographical zone.
- Successfully rebuilt business by refocusing sales & marketing strategy on referral and channel relationships

WORK EXPERIENCE

Delta Faucet Co. India Pvt. Ltd., Location	Since Oct.'14
Growth Path:	
Designation 1	Oct '14 – March '17
Designation 2	April '17 – March '20
DGM - Sales	April '20 – till date

Key Result Areas:

- Spearheading a team of 18 members working in the capacity of for the Sales and Business Development of the organizational products across North & East India.
- Guiding the team on opportunity identification and proposal development including education and nurturing of channel partners
- Setting up the commercial channel for larger and deeper coverage of commercial business
- Spearheading P&L activities; impacting regional profitability through effective management decisions and new business development
- Steering budgets, sales forecasts & reports as per business plans to achieve maximum sales and enhance business revenue
- Analyzing industry trends & prices on an ongoing basis, conceptualizing and proposing interventions like promotional schemes targeted at specific segments / geographies
- Monitoring business planning and performance management of channel partners, including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- Working closely with channel partners to generate new business in existing accounts and in new markets
- Building capacity for channel partners on company products.
- Assisting partners with business strategy and go-to-market planning & execution including connections with major Original Equipment Manufacturers (OEMs)
- Supervising the involvement of company personnel, including support, service, and management resources, in order to meet partner performance objectives and expectations
- Managing potential channel conflict with other firm sales channels by fostering excellent communication internally and externally, and through strict adherence to channel rules of engagement
- Helping the distributor to view business strategically and make them adopt company's vision of brand building
- Developing and leading a professional sales team to ensure achievement of revenue targets, operational goals, customer satisfaction, and individuals' career objectives.

PREVIOUS EXPERIENCE

Geberit Plumbing Technology India Pvt. Ltd., Location as Sales Manager **Oct.'13 – Sep.'14**

TOTO India Industries Pvt. Ltd., Location as Sr. Territory Manager **May.'11 – Sep.'13**

Roca Bathroom Products Pvt. Ltd., Location as Deputy Manager **Jan.'09 – Apr.'11**

HSIL Ltd., Location as Assistant Business Development Manager **Oct.'05 – Dec.'09**

PERSONAL DETAILS

Address : 901, Parkview Apartment, Sector-5, Vasundhra, Ghaziabad-201012, (Uttar Pradesh), India
Date of Birth : 30.10.1981
Languages Known : English, Hindi, Tamil