YASH VERMA

MALE. 35 YEARS

PROFESSIONAL SUMMARY

A Strategic Professional with 11+ years of hands on experience in Retail Store Opening, B2B Sales, Marketing & Business Strategy, Business Development & Product Management - IIT Dhanbad (B.TECH) & IIM Ahmedabad (PGP)

Areas of Expertise:

- Business Development: Market Segment Development, Solution Co-creation and Strategic Account Management
- Business Analysis and Strategy: Identification of Strategic Markets, Entry Strategy, Competitive Positioning and Go-to-Market Strategy
- **Sales:** New customer development, Sales strategy formulation, Solution Selling
- Retail Store Opening: Timeline Management; Project Execution; Budget Management

PROFESSIONAL EXPERIENCE

Gates India Pvt. Ltd.

AGM – Marketing and Sales Operations

Apr 2020 - Present • AGM - Marketing and Sales Operations, heading Marketing function leading a team of 13 individuals

Jul 2016 – Jul 2018

- Developed Annual Strategy Planning for business growth in Automotive and Industrial space, resulting in double digit growth from 2018
- Responsible for Product Management for Automotive Aftermarket business segment
- Responsible for launching of New Products in Industrial and Automotive aftermarkets, successfully launched Extend belts, Metals and Kits with 50% revenue growth YoY
- Responsible for implementation and adoption of CRM (Customer Relationship Management) for Sales and Sales Support improving productivity and pipeline analytics
- Responsible for DMS (Distributor management System) implementation automating Order to Cash Cycle and integrating Gates and Distributors ERP systems
- Responsible for improving Brand Awareness through Customer Engagement Activities (OEMs & Aftermarket)
- Responsible for Competitive Intelligence built up e.g., Market Size and share estimation, competitive pricing, and new product / channel launch
- Responsible for representing Gates in Conferences, Trade Shows, Webinars etc.
- Responsible for Sales Operations department as bridge between Sales and Operations

Gates India Pvt. Ltd.

Sr. Manager – Sales Operations **Jul 2018 to Mar 2020**

- Sr. Manager Sales Operations, responsible for leading team of 11 individuals supporting Sales
 - Responsible for driving Top Line Sales forecast within +-3% tolerance YoY
 - Responsible for Business Analytics and Dashboards for strategic inputs and implementation
 - Responsible for driving Sales Incentive Plans for Sales team and Channel Partners (QTIs and ATIs schemes)
 - Responsible for process improvement in Order to Cash cycle Automated the

Lenskart.com

• Head - Project Management, responsible for opening Lenskart.com Retail Stores

- Opened **250+ premium** brand retail stores for Lenskart.com in a span of **18 months** across India and took company from 150 stores to 400 stores

Head -Project Management (Faridabad)

- Streamlined the entire process for reducing the project execution time from 45 days to 30 days
- Introduced concept of vendor pool management, auditing, project management to achieve shorter project timelines ensuring desired quality
- Responsible for project timelines, costing, resource allocation, scheduling, layout, fixture development and vendor deliverables for store opening
- Managed a team of 20 individuals to achieve company's target of store opening

Business Development Manager (Gurgaon) Ingersoll Rand (India) Ltd. Apr 2014 – Jul 2016

• BD Manager for Strategic OEM Accounts from various Industry Verticals and Equipment Rental business

- Generated incremental business of **7.5 MINR** from addition of 5 new OEMs in 7 months through Strategic Alliances
- Responsible for Marketing activities for Air Compressor Rental Business of Ingersoll Rand
- Responsible for Top Line Margin Expansion (TLME) Analysis and report outs
 - Achieved TLME of **52 MINR** through analysis (Channel/Product/Mix etc.) and actions in 2014

- Monthly report outs and brainstorming with Sales and Product Management team
- Responsible for **Business Analysis** and **Market data** (Competitive Pricing, Market Sizing, Macro-economic Indicators, Industry activity and New Projects database)
- Worked on 'Air Compressor Market Sizing and IR Market Share Estimation' for Middle East Market
- Identified among high potential individuals as key member for 'India Services' Growth Excellence A3 Project [Team Size: 5] and EMEA Services A3 [TS: 10] for year 2015
- Identified among high potential individuals as key member for '**Vertical Markets**' Growth Excellence A3 **Project** [*TS: 5*] for year 2014
 - Awarded 'A3 Champs Best A3' for formulating Best Strategic A3 for Vertical Market Growth
 - Awarded **5 out of 7** monthly awards for exhibiting Excellence in VM A3 project month over month
 - Winner 'Year End A3 award' for being best performing team among 6 Growth Excellence teams across India
 - Team responsible for **138% and 84% increase** in Bookings and Revenue (Annual Plan) over previous year and doubling market share in identified verticals
 - Awarded 'Exceeding Expectations' rating for excellent work and results

Ingersoll Rand (India) Ltd.

ADP Associate (Gurgaon)

May 2012 - Mar 2014

Part of the first batch of **Accelerated Development Program** (ADP), a two year **Leadership Development Program** of Ingersoll Rand in India

Product Management Stint (Second Year):

- Worked on Strategic Initiative of 'Market Share growth of Centrifugal Compressors in Middle East'
- Worked on Global Strategic Initiative of 'SKU Rationalization' with 'Exceeding Expectations' rating
 - Achieved 39.4% reduction against target of 20% for India region
 - 'Path Breaker' Award winner for Q4 2013
- Worked on India initiative of 'Industry Analysis and Mapping' to increase current channel reach with 'Exceeding Expectations' rating

Strategy Stint (First Year):

- Worked on Long Range Plan (LRP) Initiative of 'Growth of IR's footprint in Vehicle Service Segment' with 'Exceeding Expectations' rating (1st year project in ADP program)
 - Worked on Market Analysis, Sizing, Product Portfolio construction and Go-to-market plan
 - Strategic Tie-ups with 7 key accounts in Vehicle Service Segment resulted in **3.6 MINR** billing in 3 months period

Sandvik Asia Pvt. Ltd.Sales Engineer (Hyderabad)Aug 2008 - May 2010

- Managed a key account portfolio of **12** customers
- Conducted presentations, seminars and trial run of the equipment for promotion of Sandvik products to existing and potential clients
- Formulated new Sales Strategy by studying various clients' profiles
- Expanded the existing **customer base** by aggressively introducing new clients
- Promoted to Sales Engineer in a year of joining as a Graduate Engineer Trainee
- Received a Performance based Increment of 12% in March 2010

PROIECTS / INTERNSHIPS OBEROI REALTY LTD Engineering and Planning Division Apr 2011 – May 2011 Project Work Strategy for improvement of Budgeting and Cash Outflow projection processes Studied and analyzed the existing Budgeting and Cash Outflow projection process • Strategized an improved process concentrating on increasing the Efficiency, Responsibilities and Achievements Effectiveness, Accuracy, Monitoring and Control of the process • Recommendations appreciated by MD and implemented in the firm **BOSCH REXROTH (INDIA) LTD** May 2006 – Jun 2006 'Design of hydraulic cylinders for radial dam gate applications' Project Work

Development of a tool in MS Excel for designing of Long Stroke Hydraulic Cylinders

Achievements Reduction in **Design Completion Time** by **40%** by successful implementation at firm

EDU	CATION	
E D L I	CATION	

EDUCATION			
Qualification	Year	Institute	Result
P.G.D.M. (General Management)	2012	IIM Ahmedabad	2.78 / 4.33
B. Tech. (Mining Machinery Engineering)	2008	IIT, Dhanbad	7.95 / 10
Class XII (C.B.S.E)	2004	Emmanuel Mission School, Kota	81.80 %
Class X (R.B.S.E)	2002	Emmanuel Mission School, Kotputli	92.83 %
ACADEMIC ACHIEVEMENTS			
• Secured 3 rd rank in the batch of Minim	2008		
• Ranked among top 2.5% of 1,75,355	2004		

• Secured **10th rank** all over Rajasthan State in Secondary Board Examination

• Awarded **Certificate of Appreciation** by the **Governor of Rajasthan** for academic excellence 2002

• Awarded Certificate of Excellence in Class Xth for securing 92.83% marks

Mob: +91-9205058595

E-mail: yash.verma18@gmail.com

2002

2002