

AMIT SINGH

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Dear Sir/Madam,

Prosperity of a company may definitely be defined in terms of its smooth production and meticulous planning. This throws up the need of specialized technocrats with capability to integrate these two vital activities generating a profitable proposition for the company.

Academically astute, with proven track record for excellence, resourcefulness, and initiative and dynamic leadership, successfully executed key positions of multifarious nature and capacities during long stint of career. Being a focused, motivated and goal-oriented professional, I have consistently proven my ability to handle operational and strategic levels of multiple responsibilities in crisis and pressure, while operating under rigorous deadlines, previously with a large format retail brand **TRENT LTD - WESTSIDE as DEPUTY MANAGER OPERATIONS** then with **FENESTA INDIA LTD. (uPVC WINDOWS) as REGIONAL HEAD** and **ZONAL SALES MANAGER** with **WALPLAST PRODUCTS PVT LTD** currently spearheading functions as **REGIONAL GROWTH MANAGER with ASHIRVAD PIPES PVT LTD.**

I have attached a résumé outlining my qualifications. Some of my key strengths include:

- ✚ Excellent understanding of business dynamics & updated market knowledge. Anticipating & capitalizing on market trends, identifying profit potential, creating value, & positioning the company's products & services to maximize market share.
- ✚ Establishing & maintaining strong working partnerships with key
- ✚ **Channel Partners.** Determining appropriate end-to-end processes and tools needed to achieve development, delivery, reliability & availability goals. Assessing market needs and strategically positioning programs aligned with customer and market needs/projections.
- ✚ Developing competitive strategies, uncovering/ creating new opportunities, and identifying dynamic and flexible solutions while managing account activity. Setting & achieving the top-line, middle-line & bottom-line targets within the prescribed budgets.
- ✚ Managing the distribution system of the company & maintaining smooth operations across the units.
- ✚ Consummate professional with excellent planning, execution, monitoring and resource balancing skills with an attention to detail as well as the ability to build and lead effective teams. Outstanding presentation and leadership skills.

Additional capabilities are listed in the enclosed resume. I know that my proven leadership skills, strong commitment to high ethical and professional standards and flexibility in devising proactive responses to changing socioeconomic conditions would allow me to make a significant contribution to the Company team. I hope my qualifications and experiences merit to your consideration.

I would welcome the chance to discuss my qualifications with you in person and appreciate your time and consideration.

Yours Sincerely,

Amit Singh

OPERATIONS AND BUSINESS DEVELOPMENT STRATEGIST*Offering over 20+ years of experience in delivering optimal results and business value in demanding deadlines***HIGHLIGHTS**

- ✚ Talented and profit driven Professional with experience of **20+ years** in channel sales, marketing, business development, relationship management, strategy planning, distribution, stockist management, team management, training and development, brand promotion, strategic alliances, coordination, revenue generation and judicious utilization of resources, spearheaded functions as **REGIONAL GROWTH MANAGER – UP WEST & UTTRAKHAND** with **ASHIRVAD PIPES PVT. LTD.**
 - ✚ Responsible for delivering top line of **100+ CRORES** in one of the most iconic producer of building materials of India, in a geography spread across UP West & Uttarakhand territories.
 - ✚ **Targeting 100% growth in current FY 2022-23 over LY 2021-22.**
 - ✚ Responsible for leading a team of **20+ SALES & MKTG.** professionals handling **50+ DISTRIBUTORS**, serving **over 1500 RETAILERS.**
 - ✚ Strategically diving into the **GOVT. VERTICAL**, 1st Time in the entire Journey of ASHIRVAD in The Zone, although a small-scaled (delivering about 50 lacs initially), but successfully joined hands with UPRNN, CPWD & MES for the projects coming up in the State viz. **Police HQ / Staff Buildings & Railway Quarters in Agra.**
 - ✚ Partnering with **Core-Influencers** of our trade. A focused approach towards building a strong-willed relationship with **PLUMBERS** that has the firsthand influence on the end-users. **Developed an interface with over 6000 Plumbers in the Region, adding up speedily... basis the database of approx. 15000 Plumbers in hand.**
- Proactive decision maker, targeting challenging assignments at senior managerial level to head Profit Centre/ Business Unit Operations, Sales & Marketing, Business Development with fast-track industry, executing projects & programs in challenging business environments demanding high standards of quality and precision**

CAREER GLIMPSE**ASHIRVAD PIPES PVT LTD**

Since May'20

Regional Growth Manager, Reports to Zonal Head

- ❖ **Business Planning – Projecting 100 Crores of Annual Sales this FY 2022-23, targeting 100% growth over LY 2021-22.**
- ❖ **Territory Handling**-Responsible for Channel development in the territory... widening the channel by Recruiting / handling channel partners in North India Covering Uttar Pradesh West & Uttarakhand.
- ❖ **Product Promotion** -Promoting the entire product range of Plumbing- uPVC/CPVC Pipes & Fittings, Valves & Accessories, SLIMPRO Exposed Cisterns, Water Storage Tanks & ARTISTRY – a complete range of CP-Fittings.
- ❖ **New Customer Acquisition** – Identify and target potential distributors in the region, **targeting to appoint 50 distributors in the region for Plumbing & WST range of products and 50 exclusive distributors for ARTISTRY – CP Fittings.**
- ❖ **Internal and External Operations** - Organize regional and zonal review meetings with AGMs, TGMs, MDMs & Senior Managers periodically. Also organize Separate meetings with Influencers.
- ❖ **Team development** - Play an active role in enhancing the skills and knowledge of the team, Establish individual performance expectations and regularly review individual performance and recommend appropriate rewards and recognition

WALPLAST PRODUCTS PVT LTD

Jul'17 – May'19

Zonal Sales Manager, Reports to CEO

- ❖ **Business Planning – Targeting 30 Crores of Annual Sales this FY 2019-2020, a 120% growth over the LY 2019-2020**
- ❖ **Territory Handling**-Responsible for Channel development in the territory... widening the channel by Recruiting / handling channel partners in North India Covering Delhi NCR, Uttar Pradesh, Uttarakhand, Haryana and Punjab
- ❖ **Product Promotion** -Promoting the entire product range of White Cement based Wall putty, Color Putty, Tile Adhesives, Ready Mix Plasters, etc.
- ❖ **New Customer Acquisition – Appointed 35 distributors in the tenure so far covered 30 un-represented towns in the Zone.**

FENESTA BUILDING SYSTEMS (DCM SHRIRAM CONSOLIDATED LTD)

Oct'12 – Jun'17

Area Manager –Retail Sales and Customer Services, Reports to Zonal Head

- ❖ **Business Planning- Targeting 25 crores of Annual Sales, about 50% growth over the LY 2016-17.**
- ❖ **Sales/BD** – Managing the vast Sales function of customized uPVC windows, handling/on-boarding channel partners in North India.
- ❖ **Product Customization**-Creating customized solutions in collaboration with Architects & clients to develop customized solutions.
- ❖ **Network Expansion**- Inaugurated **12 showrooms, appointed over 10 channel partners in the territory.**
- ❖ **Service Standard**- Constantly monitoring the delivery lead time matrixes and ensure compliances to EDD by the factory and production teams. Coordinate with internal departments to service customers as per TAT's.
- ❖ **MIS** – Studying Reviewing Gap Analytics – Targets Vs. Actuals, Derive plans, strategize actions and flawless execution.
- ❖ **Competition Mapping** – Regularly monitor competition activities in the region viz. Offerings, Pricings, Services & Market Share.

HARIYALI KISAN BAZAAR (DCM SHRIRAM CONSOLIDATED LTD)

Sept'11- Sep'12

Area Manager –Retail Sales and Customer Services, Reports to National Manager-Operations

- ❖ **Network Operations & Communication (NOC)** - Heading the NOC, bridging the gaps between the Operations at the ground level and the Core Functioning Teams viz., HR, Marketing, Merchandising, Accounts & Auditing, etc.. Act as an interface for Category & Operation heads at various levels, serve as the key in strategizing activities, Plan Policies & execution flow at all levels & Communication thru WAP (Weekly Action Plans)

- ❖ Monitor Sales- Actuals Vs. Targets of all the categories namely Agri Products, Lifestyle, Households, Food and Groceries and Financial Services-Western Union, General Insurance, Life Insurance, Reviewing Store Operations- Total Outlets – 172 spread across the Country, incl. 68 Centers – 60,000 sqft. Space (each) & 104 Stores – 5000 sqft. Space (each).

TRENT LTD (WESTSIDE- LARGE FORMAT RETAIL)

Jul'06 – May'11

Unit Head - Deputy Manager Operations, Apr'10 – May'11, Reporting to Vice President - Operations and HR,

Team Size - 112 staff which includes 52 Employees on Trent payroll, 48 External Brand Staffs, 7 Housekeeping Staffs and 5 Security staffs

Assistant Manager – Operations, Apr'08 – Apr'10

Department Manager, Apr'07 – Mar'08

Trainee Department Manager, Jul'06 – Mar'07

- ❖ **LFR Operations-** Heading the entire operations of a **large format retail store of more than 32338 sq. ft. space,**
- ❖ **Mall Operating Standards-** Ensuring efficiency of mall operations through managing the opening and closing time of the mall, supervising the activities performed by the housekeeping, parking and horticulture, etc. on a daily basis.
- ❖ **CAM -** Responsible for the overall operations & maintenance of the property in order to provide customers with a comfortable environment and quality services and retailers with adequate facilities/support leading to customer satisfaction and enhanced consumption.
- ❖ **Hospitality / CRM-**Maintain good working relationships with all retailers by interacting with them on a regular basis and resolve their issues. Ensure Best in Class Service Standards and CRM
- ❖ **Third Party Contracts-**Identify potential agencies for House-keeping, Parking, Horticulture, fulfilling the pre-defined criteria and conduct the empanelment of the same.
- ❖ **Service Standards-**Defining the Service Standards for the Engineering, housekeeping, and security agency in line with corporate standards and develop the deployment plan with the teams.
- ❖ **Customer Service System-**Manage the functioning of the floor helpdesk and ensure that the customer complaints are attended/ resolved in the shortest possible time.
- ❖ **Feedback System-** Ensure the retailer queries relating CAM are addressed satisfactorily& timely feedback given to the concerned.
- ❖ **Training-** Trainings on different modules to refresh the technical/soft skills of work force and keeping a tab in ensuring that regular trainings are imparted to entire workforce.
- ❖ **Liasioning-**Liaise with local municipal authorities/ government and other regulatory bodies along with the Manager – Liaison and ensure that all permissions/ licenses are in place.
- ❖ **Budgeting-**Prepare an overall budget for the Operations department incorporating operations, security and engineering expenses after reviewing the annual/quarterly budgets and ensure adherence.

SAYAJI HOTELS LTD, INDORE

Sept'04 – Feb'06

Duty Manager - Assistant Manager Front Office, Reporting to General Manager,

Team Size - 5- Front Office Executives & 7-Butlers

- ❖ Responsible for monitoring the Front Office Operations that affect sales including guest satisfaction, food quality (taste & presentation), ambience, cleanliness, decor and service standards.,
- ❖ Handled all the operations related to Coffee Shop –The 24-hrs in-house restaurant.,
- ❖ Worked in close coordination with Sales, F&B, and HK., leading efforts across planning and coordinating hotel housing activities.
- ❖ Motivating, mentoring & guiding team members, reviewing performance, recognizing& rewarding best performers.

DHL WORLDWIDE EXPRESS/AFL PRIVATE LIMITED

Aug'03 – Sept'04

Branch Head, Reporting to Business Partner, Team Size - 2- Sales Managers and 6 - Sales Executives

- ❖ Managing In-bound, Out-bound for National & Global Shipments. Responsible for the annual Turnover of over 10 Crs.
- ❖ Signed & managed customers for all major industry verticals- Pharma, Textile, Engineering, Manufacturing, Electronics & Communication, Aviation, E-Commerce, Healthcare etc. Signed clients like Lupin Pharma, Crompton Greaves, Ralson, Hero, Maruti Suzuki, Royal Enfield etc.
- ❖ Retained customers by providing best possible service in terms of immediate response to enquiries, quick execution of orders & by keeping the customers updated.

EUREKA FORBES LIMITED, (ELECTRONIC SECURITY DIVISION)

Feb'02 – Jul'03

Sales Executive, Reporting to Territory Manager, Team Size - 5-Sales Executives

- ❖ Strategically conducted detailed market research and executed Direct-Sales of Consumer Durables and Electronic Security Products
- ❖ Responsible for the Annual Net Sales of 1 Cr.
- ❖ Responsible for the implementation of business activities in tune with overall business strategies for the region.

ACADEMIA

MBA, 2012, University of Sikkim

B.Com, 2000, Allahabad University

Software Proficiency: HDSE, APTECH Computer Education

CERTIFICATIONS

The Team Building Challenge – Leadership & Innovation

Oct 2015

Management by Picks – Effectiveness Workshop

Feb 2005

Date of Birth: 21st Feb1979

References: Available on Request