

ARPIT DHAMJA

Phone: 09717741511

E-Mail: simir.arpit@gmail.com

A dynamic convincer possessing **over 13 years** of experience; targeting **senior level managerial assignments** which involve analytical capabilities and professional growth with a reputed organization.

PROFILE SUMMARY

- **Comprehensive exposure in managing business operations** through business development procedures, winning sales & marketing strategies, associate partners/ dealer standards and guidelines.
- **Impacted organization profitability** through effective strategic and tactical management decisions and new business development; **excellence in driving new business through key accounts.**
- **Keen Planner & Specialist** in achieving/exceeding monthly sales targets and gross profit quota by identifying, prospecting and qualifying new customers and selling through strategic partners.
- Skilled in developing relationships with **key decision-makers** in target organizations for revenue; focused on expanding the **revenue base** in the market.
- *Successfully mapped sales strategy including process buyer - retention, new clients, architects, PMC, D&B, dealer strategy, industry specific strategy around various sectors.*
- **Start-up specialist** with a successful career chronicle in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities.

WORK EXPERIENCE

Since Feb'15

HNI Office India Ltd. – Key Account Manager (Sales & Marketing)

Key Result Areas:

- Working on various strategic mission and vision planning by assisting business leaders in **generating new vision and strategic directions** that successfully repositioned division as differentiated competitor.
- Managing tapping **company's performance in the market and accordingly designing distribution plans** and ensured effective implementation of sales promotional activities.
- Impacting organization **profitability through effective strategic and tactical management decisions** and new business development; supporting the overall process of management and corporate decision-making to ensure the organization maximizes its short, medium and long-term profitability and shareholder returns.
- **Strategizing action plans** focused on enhancing financial performance, establishing long-term business growth and building top performing team to drive achievement and objectives.
- **Exploring potential business avenues through new product launches** and relaunches; initiating market development efforts and increasing business growth.
- Accomplishing **targets** with a focus on continuous growth by undertaking remedial actions in case of major variation.

Highlights:

- Administered profitable business by controlling discount and DSO within the target range.
- Focused on building strong business connect through Lunch and Learn sessions, HNI story pitch.

- Assisted branch through implementing HNI strategy; guided sales team with key meetings & customer presentation.
- Achieved market penetration and global product expansion through strategic business planning which resulted in increase in revenue and profitability.
- Restructured operations and introduced important measures to bring in profitability which included establishment of new local offices, strategic partner alliances for business processes and team re-organization which resulted in increase in the market value.
- Evaluated existing business structure by applying various business analysis tools such as SWOT, formulated end-to-end sales solutions, streamlined operations, while contributing to long-term growth objectives of the corporate entity.

Dec'10 – Feb'15 Amardeep Seating Systems, New Delhi as Astt. Manager – Delhi/NCR

Key Result Areas:

- Established new market, team management & generating new key accounts, project business.
- Directed meetings to generate leads through architect, builders, PMC, interior designers, contractors and so on.
- Leading, guiding and motivating the sales team to achieve the sales & collection targets.
- Focused on negotiating, follow-ups & contracting with Architects, Interior Designers to promote entire product.
- Engaged in supervising the activities of Team, Distributor, Dealers as well as their Sales Personnel in respective regions to achieve the business targets
- Preparing & implementing, marketing & sales plan in form of price recommendations, pre & post sales strategy in conjugation with inputs from top management.
- Strategic planning, building relationship with key decision makers and influencers.

PREVIOUS EXPERIENCE

Dec'08-Dec'10 United Concepts and Solutions Ltd., Pune as Dy. Manager - Key Accounts.

May'08 – Nov'08 Acumen Modulars and Chairs Pvt. Ltd., (Rest of Maharashtra) as Manager Key Accounts.

June'06 – April'08 Eurocoustic Products Ltd. (Subsidiary of PSL GROUP), Pune as Sr. Sales Executive.

EDUCATION

- Masters in Marketing Management from Suryadatta Institute of Management and Information Research, Pune in 2006.
- B.Com. from H.N.B.G. University, Dehradun in 2004.

PERSONAL DETAILS

Date of Birth: 2nd April 1984
Languages Known: English and Hindi
Mailing Address: 2nd floor, J 1/171, D.D.A. Flats, Kalkaji, New Delhi – 110019.