

MANISH MISHRA

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*Scaling new heights of success with hard work & dedication and leaving a mark of excellence on every step; targeting **strategic assignments** with **Sales & Marketing, Business Development & Distribution Management** with an organization of repute in **Building Material** industry*

Drive to turnaround expectations and trigger high-volume results

PROFILE SUMMARY

- Proven success of **nearly 22 years** in impacting organization profitability through expertise in **Sales & Marketing, Business Development & Distribution Management**
- Steered **business operations** with a view to realize pre-planned sales & revenue targets; formulated budget for operational / business development activities
- Maintained & built relationships with **Architects / Builders** (for exclusive tie ups) for business growth and development
- Developed significant **reputation for leadership** due to excellent relationships with employees and willingness to lead by example
- Strengthened the existing businesses and registered companies like **Jotun India Pvt. Ltd., Regency Ceramics Limited, Regency Ceramics Limited** with MP Houses Board, CPWD and Municipal Corporates.
- Drove sales by appointing **exclusive distributors** for placement of products in market; set targets and conducted joint business reviews with dealers to achieve agreed sales volumes
- Versatile, high-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment

CORE COMPETENCIES

- Sales Strategies / Marketing
- Budgeting & Planning
- Team Building & Leadership
- Alliances & Partnerships
- Deals Cracking
- Promotional Activities
- Distributor Management
- Payment Management
- Competitor Tracking
- Customer Centricity
- Revenue Generation

ORGANIZATIONAL EXPERIENCE

Since Dec-'18 with MALAWA CERAMICS PVT. LTD. As REGIONAL SALES MANAGER (M.P.)

Key Result Areas:

- Monitoring a team of 12 employees; identifying & implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members
- Leading a team of distributors; ensuring accomplishment of overall revenue profit targets in the assigned region
- Networking Architects & Interior Designers to generate new business avenues
- Monitoring projects with respect to cost, resource deployment, time over-runs and quality compliance to ensure satisfactory execution of projects

AUG16-Nov-18 with MYK Laticrete India Pvt. Ltd. (Lata Finish) as Branch Manager

Key Result Areas:

- Managed team of ASM And Sales Executives for M.P. and C.G.
- Established alliances, tie-ups with financially strong and reliable distributors & dealers, resulting in deeper market penetration & reach at all district of M.P and C.G.
- Monitored on sales and collection activities
- Conducted painters meet on regular intervals at all concerned cities
- Undertook regular meetings with Top Builders and Architects
- Monitored project progress as per scheduled deadlines for various tasks and taking necessary steps to ensure completion within time, cost and effort parameters

Jan'13-Jul'16 with Jotun India Pvt. Ltd. as Deputy Manager

- Acknowledged for getting registered with major builders of M.P.
- Attained approval from govt. body like M.P. Housing Board MES and NTPC
- Liaised with leading builders and supplied paints to him like Silver Spring, Kalindi Builders, Chugh Realty, Shekhar Constructions, BR Goyal Infra, Ruchi Realty, Meerchandani Group and many more

Sep'06-Jul'12 with Regency Ceramics Limited, MP

Growth Path:

- 2006-2007 Area Manager
- 2007-2008 Sr. Area Manager
- 2008-2009 Assistant Regional Manager: Growth of 130%
- 2009-2012 Regional Manager-Achieved target of 100%

Jan'01-Aug'06 with Nitco Paints Private Limited-MP & Chattisgarh Region

Growth Path:

- 2001-2003 Sales Executive
- 2003-2004 Sr. Sales Executive
- 2005-2006 Assistant Area Manager

Highlights:

- Recognized as most effective Sales Person in MP and CG zone
- Bagged one of the largest orders of:
 - Acrylic Emulsion (exterior) for first multiplex of MP
 - Usharaje Stadium at Indore of approx. 300000 sq. ft. for painting
 - Outsmart (most expensive paint launch by company) of 100 drums from Eicher Motor
- Got registered with:
 - CPWD with 20,00000 sq.ft. work of texture finish across M.P.
 - M.P. Tourism
- Secured orders from:
 - First City Mall of M.P. for supply of cement primer and emulsion
 - Biggest Private Engineering and Medical College at Khargone District of Cement Paint of 1500 bags
 - Vohara Masjid for texture finish at exterior

Jun'96-Jan'01 with Anand Rock and Driller

Growth Path:

- Sales Officer: MP & Chhattisgarh
- Marketing Executive

Highlights:

- Recognized as best sales officer in region for 1998
- Successfully increased dealer network in MP and CG
- Got registered with:
 - LIC of India
 - CPWD division
- Attained orders from:
 - M.P. Housing Board
 - Railways in Ratlam Division for water proofing of their old houses

ACADEMIC PROJECT

- Small Scale Industries Program Camp on 1995
- Awareness Camp at Delhi
- Sales Training SFT 1 and SFT 2 at Jotun India

EDUCATION

- Diploma in Construction Technology & Marketing Management in 1993-1996
- BA (Arts) from Bundelkhand University, Jhansi

PERSONAL DETAILS

Date of Birth: 4th July 1973

Languages Known: Hindi and English

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