

A versatile professional with dynamic career in New Business Development, Key Account Management and Brand Management across Cement & FMCG sectors, managing multi-media campaigns across the country, leading high growth and new brand launches



PROFILE SUMMARY

- A competent professional with 15 years of extensive experience in Channel Management, Business Development, Go-to-Market & Sales Strategy, Annual Sales Plan, Dealer Sales Channel, Customer Relationship Management, Cross-functional Relationship and Team Management & Leadership
- Presently, working with Star Cement Ltd. (Century Plywood) as Assistant General Manager (RSM); managing a team with 4 Area Sales Managers and 20 Sales Representatives while supervising a complete business portfolio worth INR 50 Crores, monthly
- Regions Managed: East, Central & North Eastern parts of India
- Products Managed: Cement, Consumer Goods
- Ramped-up business by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinated with them for effective business development
- Directed the coaching and development of channel partners; guided them in achieving positive results using value-based selling
- Identified & established strategic alliances / tie-ups with new business partners, resulting in deeper market penetration
- Maximized 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
- Fostered lasting relationships and promoted organic growth with distribution intermediaries through value-added strategic analyses and execution of consultative solutions
- Built a solid sales infrastructure from the ground up, expanded penetration in new markets, and delivered immediate results producing new business while directing business development, deal organization, and building credibility and rapport with new and existing customer stakeholders
- Developed, reviewed and reported on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- Supported the overall process of management and corporate decision-making to ensure the organization maximizes its short, medium and long-term profitability and business partner returns



CORE COMPETENCIES

- Brand Building
- Annual Sales Plan
- Partner Performance
- Sales Forecasting
- State Level Channel Strategy
- Training & Development
- Go-to-Market & Sales Strategy
- Sales & Business Development
- Client Relationship Management

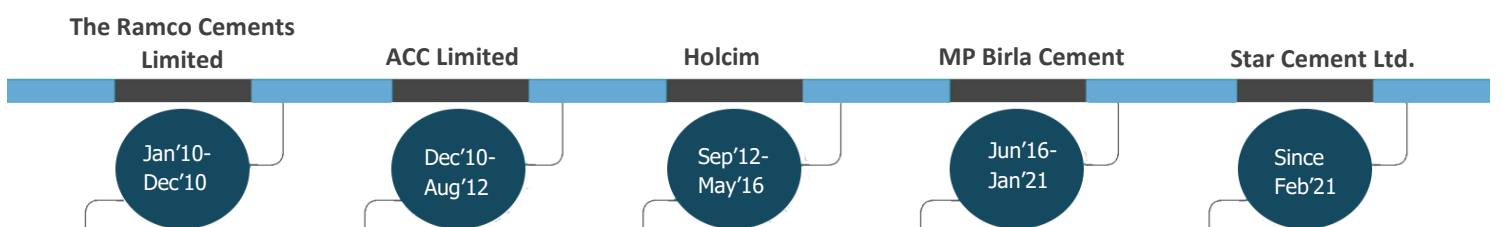


SIGNIFICANT ACCOMPLISHMENTS

- Strategized and introduced a new CRM (Customer Relationship Management) practice with Star Sathi, Star Staller, Star Lotus, and created a database in **Star Cement Ltd.**
- Appreciated with a reward in **Star Cement Ltd.**, for generating new channel sales strategies, thus enhanced the effectiveness with the prospective partners
- Produced EX dumps in Region to improve distribution as well as developed numerous plans and grew the channel sales by 25% within years in **Star Cement Ltd.**
- **Enhanced the sales by 12%** within 4 years in **MP Birla Cement**, while maintaining an efficient relationship with **various customers, 100 dealers and 257 retailers**
- Enhanced the low performing territory: South & Southwest WB (Cossipur, Kalighat, Shalimar & Midanpur regions), in **MP Birla Cement**
- **Enriched the channel sales by 16%** within 3 years in **Holcim**, while preserving an efficient relationship with **78 Dealers & 300 Retailers**



CAREER TIMELINE (Recent 5)



EDUCATION

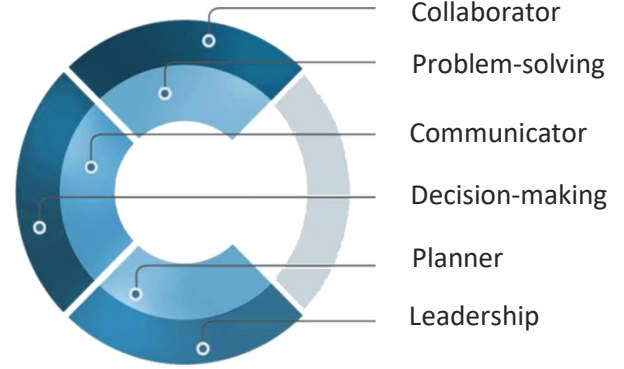


2007: MBA (Marketing) from University of Kalyani



2005: BBA (Marketing) from West Bengal University of Technology, Kolkata

SOFT SKILLS



WORK EXPERIENCE

Since Feb'21: Star Cement Ltd. (Century Plywood) as Assistant General Manager
RSM (North East India)

Key Result Areas:

- Strategizing and implementing new RTM (Root to Market) & channel led interventions for all channels (GT & OT)
- Managing all budgeting activities for Sales Development channel including planning, tracking and corrective interventions with monthly review in place
- Building and implementing various automation/ process led projects to bring efficiencies in the system
- Planning & recommending infrastructure plans; reviewing regularly and sharing opportunities of optimization
- Monitoring the customer code creation process for all channel partners post comprehensive checklist of compliance; coordinating with legal and regulatory team for necessary approvals in place
- Managing end-to-end entire Modern Trade merchandising operations through vendor, with necessary tech based interventions on regular intervals basis business need
- Directing and coordinating the budgeting activities including budget formulation, monitoring, forecasting, and presentation
- Conceptualising & implementing competent strategies with a view to penetrate new accounts and expand existing ones for a wide range of services
- Working closely with all stakeholders to develop strategies for individual accounts, channels and end-users
- Analyzing business potential, driving system/ processes of organization, formulating strategies to drive sales, augment turnover & achieve desired targets
- Identifying & networking with vendors & partners, resulting in deeper market penetration and improving the business by streamlining processes
- Planning & scheduling individual / team assignments to achieve pre-set targets within quality and cost parameters
- Directing marketing/ business activities across the channel of distribution; devising plans & follow-ups for ensuring smooth distribution of products in assigned territory

PREVIOUS EXPERIENCE

Jun'16-Jan'21: MP Birla Cement as Sr. Manager - Sales & Marketing; Sr. ASM (South & East Bengal Markets)

Sep'12-May'16: Holcim - ASM (Chattisgarh – Central India) as Manager Sales & Marketing

Dec'10-Aug'12: ACC Limited (Sales Executive - Chattisgarh – Central India) as Sr. Executive Sales & Marketing

Jan'10-Dec'10: The Ramco Cements Limited - (Sales Officer – Central & South Bengal) as Officer Sales & Marketing

Dec'07-Nov'09: Johnson & Johnson (Central Bengal - Mafoi Payroll) as Salesperson

PERSONAL DETAILS

Date of Birth: 12/12/1981

Languages Known: English, Bengali, and Hindi

Location: Kolkata