

JYOTISH S. ASRANI.

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Strategic thinking Account Manager for new business development and existing clients marketing technical sales across manufacturing, retail, distributor, key accounts. Solid customer manager, Consistently exceeds metric and goal for consultative sales, Business- to- Business(B2B), presentation, Hunter Contract Negotiation and Cold Calling. President Club award winner, with bachelor degree in Commerce focused in Sales & Operations from Gujarat State University ,18 years above professional experience with MNC & Pan Asia Co.

SUMMARY WORK EXPERIENCE

- ASIAN GRANITO INDIA LTD.** **May 2018 — Present**
Ahmedabad HQ, (Tiles Division)
Assistant General Manager-(Gujarat, MP, Maharashtra)
- BERGER PAINTS INDIA LTD.** **Oct 2012 — May 2018.**
Ahmedabad (Paints)
Divisional Sales Manager-(Gujarat Region)
- H&R JOHNSON INDIA.** **Oct 2010 — Sept 2012.**
Ahmedabad (Tiles Division)
Location Head /Sales Manager-(Gujarat Region)
- KONE ELEVATORS INDIA LTD.** **Dec 2006 — Sep 2010**
Ahmedabad (Elevators and Escalators)
Business Manager-(Gujarat Region)
- TECHNO ELEVATORS INDIA LTD.** **Mar 2002 — Dec 2006**
Ahmedabad (Elevators and Escalators)
VP Operations – (India)
- NET VISION WEB TECHNOLOGIES LTD.** **Apr 2000 — Feb 2002**
Ahmedabad (IT base Java)
Business/Centre Manager-Operations
- GOBIND GLASS & INDUSTRIES LTD.** **Apr 1995 — Mar 2000**
Ahmedabad (Consumer Glass)
Marketing Manager- (Gujarat, MP, Rajasthan)

**WORK
EXPERIENCE**

ASIAN GRANITO INDIA Ltd.

Ahmedabad. (Tiles Division)

May 2018 — Present

Assistant General Manager-(Gujarat, MP, Maharashtra)

- Build and manage large teams to achieve Top-line and achieve profit targets for their Business Units.
- Maintain healthy contribution margin while delivering revenue target.
- Create and execute strategies, like territory optimization, lead generation, hiring, managing org structure, to keep the BU on track for MoM growth.
- Interact with top management on a daily basis to showcase territory growth results.
- Efficiently manages the region's Hospital, Professional Education, EMS, Government and distribution relationships. Works in conjunction with the Corporate and Government Accounts team and CPR Anytime Program team to ensure attention and growth in the key account segments and CPR Anytime products.
- Leads the Sales Territory Representatives and Specialists, inclusive of managing performance, coaching, mentoring, hiring and career development.
- Responsible for the Region's forecasting and sales tracking.
- Sets the vision for the Region and develops and adheres to a business plan to attain this vision.
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.

BERGER PAINTS INDIA Ltd.

Ahmedabad.(Paints)

Oct 2012 — May 2018.

Divisional Sales Manager – Gujarat Region.

- Collaborating with senior executives to establish and execute a sales goal for the region
- Managing a sales team in order to maximize sales revenue and meet or exceed corporate-set goals
- Forecasting annual, quarterly and monthly sales goals
- Assisting sales personnel in their techniques
- Developing specific plans to ensure growth both long and short-term
- Educating sales team with presentations of strategies, seminars and regular meetings
- Reviewing regional expenses and recommending improvements.
- Directs the selling activities within the Region, inclusive of resource deployment and customer interactions. Prioritizes effectively and in accordance with corporate objectives.
- Evaluate market trends and gather competitive information, identify trends that effect current and future growth of regional sales and profitability. Disseminate information to regional sales representatives, corporate marketing and sales operations.
- Special projects as assigned. Responsibility and Decision Making Authority: - Empowered to make decisions within the Region and on behalf of the Region, and authority to make cross functional decisions in partnership with peers of other functions.
- Coordinate with administration, commercial and factory departments to ensure timely orders, and smooth function of action in the system.
- Periodically review distributor performance through Regional Managers and check on gaps in performance and seek reasons and actionable steps to close the gaps
- Conduct regular meeting with distributors and sales team to discuss target status, product training and sales strategy

H&RJOHNSONINDIA.

Ahmedabad.(Tiles Division)

Oct2010—Sept2012.

LocationHead/SalesManager–Gujarat Region.

- Plan, Forecast, Budget & Organize the day to day activities.
- Plan and implement marketing strategy, including advertising and PR.
- Plan and implement sales and customer retention and development.
- Plan and manage sales and marketing resources according to agreed budgets. Contribute to formulation of policy and strategy as per company policy.
- Recruit, manage, train and motivate direct reporting staff according to company procedures, policy and employment law.
- Maintain administration and relevant reporting and planning systems.
- Manage relevant reporting of management and financial information for the sales and marketing departments.
- Select and manage external agencies.
- Manage R&D and NPD and new business development.
- Maintain and develop corporate image and reputation, and protect and develop the company's brands via suitable PR activities and intellectual property management.
- Plan and manage internal communications and awareness of corporate direction, mission, aims and activities

KONE ELEVATORSINDIALTD.

Ahmedabad.(Elevators and Escalators) Dec 2006 — Sep 2010

Business-Manager–Gujarat Region.

- Field sales/Project Sales and Management.
- Liaisoning with builders, architects and government agencies.
- Handled the Sales and after Sales Support.
- Profitability – plan to improve the profitability by analyzing and reviewing the row-80 branch profits, review and analyses of Branch Capex and take action plan to reach the targets and Profitability.
- Controlling receivables and managing inventories.
- Guiding functional heads in budgeting, control and planning of order booking, sales modernization, finance budgets and Monitoring compliance of the same on continuous basis.
- Evolving sales/marketing strategies.
- Cost reduction by improving methods and process, ensuring removal of PONC.
- Imparting training to technical, engineers on new technology on continuous basis.
- Achieving the targets with safety and with customer delight.
- Brand building for KONE ELEVATORS.

TECHNO ELEVATORS INDIA LTD.

Ahmedabad.(Elevators and Escalators)

Mar 2002 — Dec 2006.

President–Operations.

- Project management.
- Application of total design implementation.
- Planning and co-ordination.
- Responsible for complete operations of its branch/ location with respect to meeting the budgets and achieving the Profits of the company.
- Controlling of various fields like Budget and planning, Marketing and sales, Installations, Service, Maintenance & Modernization, Cost control, Reports, Safety, Finance.

NET VISION WEB TECHNOLOGIES LTD.

Ahmedabad.(IT base Java)

Apr 2000 — Feb 2002

Business/Centre Manager–Operations

- Complete Administration and Management, Marketing & Recruitment.
- Liaisoning with sales & marketing.
- Co-ordination for effective supplies and inventory control.
- Facilitating Bulk inquiries into enrolments.
- Co-coordinating with Students and providing service related to new product development.
- Complaint handling the existing network and effectively manage the supply chain. Running the Centeras a Profit Centre.

GOBIND GLASS & INDUSTRIES LTD.

Ahmedabad.(Consumer Glass)

Apr 1995 — Mar 2000

Marketing Manager – (Gujarat, MP, Rajasthan)

- Looking after marketing of sheet glass for Western Zone consisting of States of
- Gujarat, Maharashtra, Rajasthan and M.P. Developed Innovative Management Systems with emphasis on collection of funds and streamlined transport system to various destinations of India. Helped in rationalization of task force.
- Promoted as Zonal Marketing Executive and later from January 1997 as Marketing Officer. Overall In charge of Marketing. The job also involved selection, up gradation and independent development of new programme wherein all production norms in relation to requirement of dealers, new inventory scheme for sales and marketing reports were computerized. Reporting was done to CEO.
- Trained employees in Field Marketing.
- Worked on project of fully computerizing the marketing functions of Bissaza India Ltd., a Multinational Company in collaboration of Bisazza Spa of Italy with GGIL of Ahmadabad in time.

EDUCATION

Bachelor of Commerce 1991—1994

Gujarat University

REFERENCES

References available upon request.

KEY PERFORMANCE AREA

- **Sales & Marketing:** Overseeing marketing and sales operations for achieving increased growth and profitability. Utilizing the public information and personal network for developing marketing intelligence for generating leads.
- **Business Development:** Identifying prospective Clients, generating business for new accounts & developing them to achieve consistent Profitability. Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery and quality norms.
- **Sales Promotion:** Building brand focus in conjunction with operational requirement, Ensuring maximum brand visibility and capture optimum market shares. Managing Brand Image Building and awareness campaigns. Devising and implementing Pre and Post Marketing activities for successful launching of new ventures.

CORE COMPETENCIES

- Analysis
- Leadership
- Market Identification/Penetration
- Negotiation skills
- New Business Development
- Competitive Analysis
- Business Acumen
- Vendor and client relationship
- Marketing Strategy
- Field Market Management

ADDITIONAL FORMATION:

- Computer Course in Basic :1982
- Diploma in Computer Application-ACT Institute:1999
- Oracle8 and Developer2000- Boston Institute:1999
- DBA Projects in Software Export Technology-Asset International-1999.

PROFILE SNAP SHOT:

- Six Sigma Certified, dynamic professional with exposure In Marketing, Sales, Administrative and Business development with strong knowledge of Service, Construction, Manufacturing, Retail & IT Industry.
- Proactive and smart planner with expertise in strategic planning, data analytics, business analysis, product management ,product marketing and budget planning.
- Hands-on executive, passionate about using technology and to improve business results.
- Skilled communicator and quick learner with analytical bent of life coupled with zeal to utilize and enhance the ideas, knowledge and skills.
- Exceptionally well organized and with track record that demonstrate self-motivation, creativity and initiative to achieve both personal and corporate goals.
- Multi-faceted personality: Passion of sports acting dancing and event management.