

# KRISHNA G. GAUR

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## SENIOR MANAGEMENT PROFESSIONAL

Professional communication skills ~ Strategy ~ planning ~ Sales, Marketing ~ Business Development ~ Key Account Management.

- Highly accomplished, result driven, top notch leader with more than 28 years of rich and progressive experience in strategic planning, operational excellence in multi - million organizations in diverse Industries, (couple of years in white goods Industry and massively In "Building material Industry).
- Currently working with "Beardsell Limited". As "AGM- Sales"(QuikBuild Division) based in Mumbai.

## PROFILE SUMMARY

<b>MANAGERIAL</b>	<b>BRIEF OVERVIEW</b>
Strategy Planning Profit Centre Operations Business Planning ROI Accountability Strict Compliance to Budgets Training & Development	<p>↵ <b>Articulate Leader with dynamic career of over 28 Years</b> that reflects year-on-year success in achieving business growth objectives and optimizing the entire value chain of business.</p> <p>↵ <b>Extensive background in formulating marketing strategies to penetrate domestic markets and achieving the targeted market status.</b></p> <p>↵ Highly successful in driving revenue &amp; profit gains, improving organizational performance and analyzing financial results &amp; profitability implications.</p> <p>↵ <b>Enterprising leader with a solid record of contributions that streamlined operations, invigorated businesses, heightened profitability and enhanced internal controls.</b></p> <p>↵ Adept in managing business operations with focus on top-line &amp; bottom-line performance with expertise in planning strategies, defining targets and managing resources.</p> <p>↵ <b>Interfaced with top management</b> for evolving strategic vision, driving change, infusing new ideas and taking enterprise system performance and productivity to the next level.</p> <p>↵ <b>Recognized by executive staff as a dependable leader with exceptional problem-solving skills.</b></p>
<b>FUNCTIONAL</b> Sales & Business Development Project Management Marketing Operations Brand Promotions & Forecasting Client Relationship Management Techno-commercial Operations Key Account Management Product Pricing & Positioning Team Management	<b>STRENGTHS</b> <p>↵ <b>Devising and implementing optimum strategies to ensure top line and bottom line profitability</b> with key emphasis to develop business through new accounts and service excellence to the existing clients.</p> <p>↵ <b>Conceptual strategic marketing plans through intensive</b> market research, competitive analysis, pricing and customer engagement.</p> <p>↵ <b>Driving marketing initiatives to achieve business goals &amp; managing the frontline sales team</b> to achieve them.</p> <p>↵ Collaborating with cross-functional departments on competitive selling, pricing, market development and field solutions.</p> <p>↵ <b>Developing relationships with key decision makers</b> in target organizations for business development.</p> <p>↵ <b>Leading, mentoring &amp; monitoring the performance of team members</b> to ensure efficiency in process operations and meeting of individual &amp; group targets.</p>

## CAREER CONTOUR

**Beardsell Limited,- Mumbai as "AGM- Sales & Marketing"(QuikBuild Division) April' 2014 Onwards Reporting to M.D.**

**Beardsell Limited** a 250 Cr Company in business of prefabricated building construction, clean room erection, cold storages, packaging material packing and Insulation products.

**QuikBuild Construction system** –An innovative construction technology from Italy, latest offering in the new age construction technology uses prefabricated panels consisting of superior insulated core of expanded polystyrene sandwiched between two engineered sheet steel welded mesh to create a shell for a building, a special mix of concrete is then applied using traditional method or a shot creating machine to create a monolithic structure.

### Significant Highlights-

- ✦ Playing key role in managing sales operations for promoting **QuikBuild Construction System** across West Zone i.e. Mumbai, Maharashtra, Gujarat & Madhya Pradesh & Goa market.
- ✦ Structured approach in planning, organizing and implementing innovative sales programs/ strategies to improve product awareness and escalate business volumes. Coordination with sales team keeping in purview the organizational goals.
- ✦ Close co- ordination with **architects, interior designers, and builders** for promoting the product and achieving business targets.
- ✦ Instrumental in driving business growth through identification & penetration of new market segments for attainment of periodical targets.
- ✦ Actively involved in training business with Executives & managers regularly to upgrade selling techniques. Identifying and implementing strategies for building team effectiveness.
- ✦ Structured and meticulous approach for developing market and generating revenue for the company.
- ✦ **Took structured approach for increasing the West Zone turnover** with a significant growth in revenue on an average 20-25 of %. In each financial year.
- ✦ **Key projects;** - **Godfrey Philips**(Ravale), **RMC** (Raipur), **Wind World India Limited** (Gujarat), **Karamtara Stell Pvt. Ltd.**(Tarapore- Boisar) **Fortran Steel Pvt. Ltd.**, **Zarhak Steel Pvt. Ltd.**(Taloja) **Rustomjee Group** (Thane), **Mahindra Lifespaces**,(Alibag) **TATA Housing**,(Mulund) **Our Town**-(Khardi) **Rasraj Realters,- Relax County**(Kasara) **Ogale Group** (Pune- Project in West Afrika) **Ecofirst Services Ltd** (a **TATA Enterprise**)- Aganwadi projects- PAN INDIA.**Vijayshill Constructions**(Burhanpur),**Vega Auto** (Rudrapur) & **Vega Aviation** (Belgaon)., **PPROME Projects LLP** (Dapoli) etc.

**Impact Floors (India) Pvt. Ltd., Mumbai as "AGM- Business Development". Oct.'08 – March'14 Reported to CMD**

**Impact Floors (India) Pvt. Ltd.** a special purpose company with focus on **Design and build** of Concrete Floors & Flooring systems Impact Floors is a 100 % Subsidiary of **Nina Concrete Systems Pvt. Ltd.** a multifaceted group with a well-respected name in the field of waterproofing, restoration, concrete floor systems and specially building products. Nina Concrete Systems was founded in 1965.

Nina Concrete has tie up with 22 leading International Companies from US, UK, Italy, Australia & Europe whose systems are being incorporated in offerings to projects such as- residential buildings, five star hotels, commercial complexes, industrial units, atomic power plants, marine structure, shopping malls, airports, Metro Projects, Tunnels, and Bridges etc.

### Significant Highlights;

- ✦ Leveraged skills and abilities in managing operations for promoting **NINA Waterproofing Systems**, key accounts of **Hospitality Industry** PAN India.
- ✦ Demonstrated excellence in coordinating with leading architects & developers for promoting **NINA Waterproofing Systems** in their various projects.
- ✦ Instrumental in identifying corporate accounts & strategically secure profitable business in the domain of concept / solutions selling.
- ✦ Instrumental in identifying new upcoming projects for business development.
- ✦ Develop relations with key decision makers in target organizations for business development.
- ✦ Effective Relationship Management with significant clients to ascertain rendering of quality service and business retention/enhancement.
- ✦ Imparted training to Executives & Managers regularly to upgrade selling techniques.
- ✦ Holds the distinction of increasing company's turnover of the company from 20 Cr to 250 Cr gradually.

✦ **Handled Key Clients:** Taj Mahal Palace & Towers (Taj Group), Oberoi Group, Oberoi Realty- Hyatt Group (Juniper Hotels, Phonix Group, Berggruen Hotels(Key Hotels)- Acron Hotel, Jaimala Infra project Apodis Hotels, Nathani Group Mumbai International Airport, etc.

**Spartek Ceramics India Limited, (Mumbai)**  
Reported to "Managing Director"

**Jan.'03 – Sept'08**

#### **Growth Path-**

"Asst. Sales Manager"- (Jan'03 - Nov'05)  
"Regional Sales Manager" (Western Region) - (Dec'05 - Sept'07)  
"Asst. General Manager" (West India) (Oct'07 - Sept'08)

**Spartek Ceramice India Limited** a 500 Cr Company, having corporate office in Chennai, Ceramic Tiles plant in Tirupati (Andhra Pradesh), Vitrified Tiles plant in Gudpakkam in village-Thiruvallure & **Neycer India Ltd.** (Sanitary ware) plant in Vadalur,Cuddalore near Pondicherry, Tamil Nadu- South India.

#### **Significant Highlights-**

- ✦ Holds the distinction of managing sales operations for promoting **Spartek Tiles** in Western Region i.e. Mumbai, Maharashtra, Gujarat & Madhya Pradesh Market.
- ✦ Close co- ordination with **architects, interior designers, and builders** for promoting the product and achieving business targets.
- ✦ Formulated Channel Policy & established the channel network including identification of potential partners, discussion and appointment & steady follow up with trade partners, developing parameters for key accounts.
- ✦ Ensuring adherence to credit policy, rules & regulations as per the SOP.
- ✦ Instrumental in monitoring inventory levels, thus ensuring ready availability of the products as per the market demand and credit control management ensuring nil outstanding.
- ✦ Strategies devised to increase business- Expanded Distributors, Dealers, Sub- Dealers network & increased retail & project sales.
- ✦ Instrumental in monitoring, mentoring & motivating frontline sales team to deliver quality services in the market.
- ✦ Conducted various promotional activities such as dealers meet & architect meet, as a part of market development and brand building effort.
- ✦ **Key Clients Handled:** Marathon Developers, Sai Nath Developers, Kuber Builders, Lok Group, Hiranandani Constructions, Raheja Constructions, Evershine Builders, Telebuilt Construction, Sky Build Developers, Arth- Housing, Kukreja Construction, Neelkanth Developers, Godrej & Boyce & Sahara India, etc.
- ✦ Instrumental in monitoring, mentoring & motivating frontline sales team to deliver quality services in the market.
- ✦ **Took structured approach in increasing the West Zone turnover** with a significant growth in revenue on an average 20-25 of % in each financial year.

**Bell Granito Ceramica Limited, Mumbai as "Area Sales Manager"**  
Reported to R.S.M. (West)

**Jan'96 – Dec'02**

**Bell Granito Ceramica Limited** –a 250 Cr. group of Wimco & Hyatt Regency & Bell Ceramics, Manufacturer of fully Vitrified Tiles Brand Name– **MARBO GRANIT**, having technical collaboration with Ceramica Mirage of Italy, having state art of technology plant at Village- Gavasad in Vadodara (Gujarat).

#### **Significant Highlights;**

- ✦ Conceptual effective strategies to manage sales operation and to promote **MARBO- GRANIT** Vitrified Tiles in Mumbai & out station markets.
- ✦ Close co- ordination with architects, interior designers, and builders for promoting the product and achieving business targets.
- ✦ Conduct & organize sales promotional events such as architects meet as a part of market development.
- ✦ Review & analyze market scenario to fine tune the sales & market strategies.
- ✦ Instrumental in identifying the channel partners including dealers and distributors, for deeper market penetration.
- ✦ Leveraged skills and abilities in exploring out station markets such as Rajasthan, Orrisa and Bihar for identifying and appointing new dealers.
- ✦ **Key clients handled:** Hiranandani Construction, Lok Group, Oscar Builders, Kukreja Constructions, Gundecha Builders, Kanakia Constructions, Evershine Developers, Kuber Builders, R.N.A. Builders, Raheja Constructions, Skybuild Developers, Earth Housing, Marathon Realty, Sahara India etc.
- ✦ Addressed complaints with relates to warpage, shade variation, size variation, or Stains & satisfied many unhappy customers.
- ✦ Holds the distinction of increasing the turnover of the company from 20 Cr to 250 Cr gradually.

## PREVIOUS EMPLOYMENT

**Videocon International Limited**  
Reported to "Branch Manager".

**Jan'91 – Dec'95**

### Growth Path-

**Trainee Sales Officer, Mumbai**

(Jan'91 - Sept'92)

**Sales Officer, Ranchi, (South Bihar)**

(Oct'92 - Aug'94)

**Senior Sales Officer, Asansol, (West Bangal)**

(Sept'-94 - Dec'95)

## EDUCATION & CREDENTIALS

↵ **B.Sc. (Ag.)** From University of Meerut in 1989.

↵ **M.A. (Economics)** Part 1 from Agra University in 1990.

## PERSONAL DOSSIER

**Date of Birth** : **5<sup>th</sup> September, 1968**

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