

SUJEET KUMAR DEY

| Strategic Planning & Leadership | Growth Catalyst | Business Development

A Take-Charge Leader who foresees, understands, appreciates and interprets challenges of today as well as tomorrow, translating vision into winning strategies
Domain Expertise: Cement/Paints/Automotive Batteries



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Key Skills

Sales & Marketing

Dealers Channel Management

New Business Development

Secondary Sales

Revenue Generation

Key Account Management

Sales Budgeting

Stock Management

B2B Sales

Customer Support

Cross-functional Team Management /
Leadership (Matrix Reporting)

Profile Summary

Senior Management Professional: Offering nearly 25 years of experience

- **Forte in reaching revenue goals by conceptualizing and executing highly creative and results-driven Sales, Marketing and Business Development strategies** for business across different categories
- **Skilled in achieving/exceeding targets, establishing new & profitable product/services** markets and setting up business operations in untapped markets
- Led business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- **Achieved market penetration and network expansion through strategic business planning** which resulted in a significant increase in revenue and profitability
- Expert in consistently **enhancing revenue & market share year on year**, by re-organizing business direction and developing & implementing strategic initiatives
- Highly **successful in driving large scale profit gains** through on-ground business strategies and consistent acquisition, deepening & retention of customer base
- **Pipelined sales based on market research, network management and client references; planned and prepared approaches**, pitches and proposals, participated in pricing and work order negotiations
- Received Best Performance Award for:
 - Q3, 16-17, Q4, 16-17, Q4, 17-18, Annual award 17-18, Q1, 18-19, Q2, 18-19, Q3, 18-19, Q4, 18-19, Annual award 18-19, Annual award 19-20, Q4, 19-20, Q2, 20-21
- **An effective communicator with excellent interpersonal team leadership skills** with strong analytical, problem-solving & organizational capabilities

Soft Skills

Communication

Problem-solving

Empathy

Willingness to Learn

Career Timeline



Jan'97-Mar'99



Apr'99-Jul'00

Aug'00 -Dec'06



Dec'06-Mar'07

Apr'07-Present

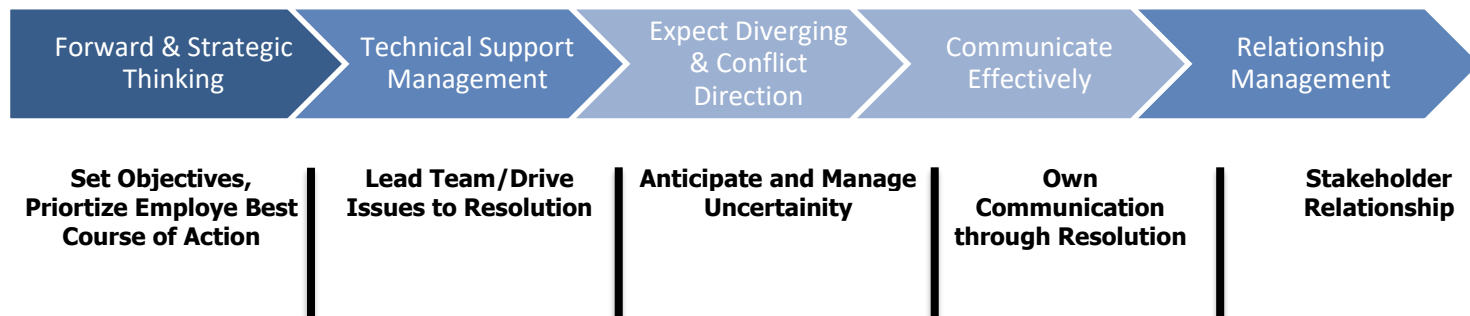


Personal Details

Date of Birth: 15th February, 1971 ~ **Languages Known:** English, Hindi, Bengali and Oriya

Permanent Address: 12, Gangakanta Bhaduri Street, P.O.: Bally - 711201, Howrah, West Bengal

Dynamic Leadership Approach



Work Experience

Apr'07-Present: Exide Industries Ltd., Kolkata

Growth Path:

Sr. Regional Sales Manager –West Bengal (West Bengal/ Andaman & Nicobar/Bhutan)	Aug'20-Present
Regional Sales Manager –Ranchi Region (Jharkhand/Bihar /Odisha)	Aug'17-Jul'20
Regional Sales Manager –Lucknow Region (UP/ Uttarakhand /MP-Gwalior)	Apr'15-Jul'17
Business Manager – Non-Trade & OEM-After Market (All India Operations)	Apr'12-Mar'15
Area Manager and Branch In-Charge (Kolkata)	May'08-Mar'12
Area Manager & Branch In-Charge (Jharkhand)	Apr'07-Apr'08

Key Result Areas:

- Involved in handling top-line and bottom-line of the business, developing marketing strategies and strategic plans & setting sales objective targets (volume/value, product & territory wise, new product focused sales)
- Driving new business through establishing strategic partnerships to increase revenues; performing Brand Building, Marketing (Digitization, App based sales & Incentive tracking management) and Sales Promotion Activities, BTL etc.
- Facilitating team members' commitment to business, increase profits, and creating positive work environments
- Monitoring the health of channel partner through Balance Score Card and ensuring that appropriate resources are in place
- Developing processes to create an effective sales organisation; proactively identifying changes in market demand and modifying strategies for expansion of market share & achievement of revenue targets
- Monitoring health & feasibility of the network / evaluation and assessment of the channel partners / initiating corrective measures
- Fixing the dealers' annual target -value & volume wise
- Working with Category Manager to develop field marketing targets plans for user/influencer activation
- Introducing new products & concepts; bringing out USPs of all products to achieve higher sales
- Conducting a business & product portfolio analysis on a regular basis for increasing revenues and getting focus right on high margin/ strategic products/ new products penetration
- Assisting in the development of the annual marketing plan, specifically advising on realistic forecasts for each product (based on historical data, market trends and promotional strategy)
- Coordinating with Marketing for development of field activities, execution & reviewing the performance
- Resolving customer complaints, proposing solutions, preparing reports and providing recommendations to management
- Maintaining Turn Around Time (TAT) in adherence with company's policy
- Leading and mentoring a large team size and administrating Sales & Service Team
- Working in close coordination with SCM to ensure seamless factory & last mile dispatches
- Supervising return logistic for better complaint handling and scrap policy adherence
- Deciding upon the factory indent item wise, month wise for maintaining 30 days stock at ELC & 15 days stock at depot level

Highlights:

Business Manager – Non-Trade & OEM-After Market (All India Operations)

- Engaged in Planning, Forecasting & Pricing (recommending selling prices)
- Managed key accounts like Toyota, HMTI, Hero Motors, M&M, IOCL, HPCL & Defence

Area Manager and Branch In-Charge (Kolkata)

- Played a key role in driving:
 - Automotive & Motorcycle Battery business in West Bengal
 - Institutional business in Kolkata Region
- Successfully supervised overall sales & administration of 7 spoke offices located across West Bengal entailing regions such as Kolkata, Howrah, Barasat, Asansol, Midnapore, Bankura & Berhampur
- Led a team of 38+ sales & service personnel
- Contributed in making Kolkata a No.1 branch in India

Area Manager & Branch In-Charge (Jharkhand)

- Steered efforts in managing overall sales & administration of 3 spoke offices located across the state of Jharkhand such as Jamshedpur, Ranchi & Dhanbad and attained Sales Turnover of 48 crores
- Successfully contributed in making Jharkhand No.3 branch in India



Previous Experience

Dec'06-Mar'07 with Kansai Nerolac Paints Ltd., Cuttack as Sr. Officer

Aug'00 -Dec'06 with Berger Paints India Ltd., Bhubaneswar as Territory Sales Officer

Apr'99-Jul'00 with Jenson & Nicholson (I) Ltd., Bhubaneswar as Sales Representative

Jan'97-Mar'99 with OCL India Ltd, Kolkata as Sales Executive