

# PRASHANT MADHUKAR KARODPATI

Branch Manager • Regional Manager • Sr. Sales Manager

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## SUMMARY

- Highly accomplished, **results-driven industry leader with 19+ years of progressive experience** in **planning & implementing strategies for optimization of distribution network**, improved investment levels of channel partners as well as formulation and implementation of working norms in consultation with the Sales Head
- Expertise in helping the dealer to view business strategically and make them adopt company's vision of brand building
- Skilled in building and **harnessing strong business relationships at all levels within all channel partners**
- Leveraged skills in **developing and executing strategy** with channel partners to ensure targets were exceeded
- Acknowledged for strengthening **Paint, Cement, Building Material, Construction chemicals, Paint Dispensing Machines Manufacturing companies** to lead in highly competitive markets and delivering innovative marketing concepts & strategies
- Excelled and recognized for developing sales strategy, systemizing processes & procedures and evolving strategies that **reached out to untapped markets**; repeatedly produced, improved, sustained top and bottom-line growth
- A top sales performer with aptitude to identify & capitalize upon opportunities to maximize sales revenues and optimize company benefits
- **Excellent communication & people management skills** that have been honed through managing cross-functional teams

## KEY EXPERTISE

Strategy Planning  
Top & Bottom Line Profitability  
Multi-Distribution Channel Management  
Brand Management  
Construction Chemicals Sales  
New Product Launch

B2B Sales & Marketing  
Turnaround Strategy  
Channel Partner Management  
Market Development  
Proposal Development  
Territory Management

New Business Development  
Product Management  
Go-to-Market Strategy  
Strategic Alliances & Partnerships  
Project & Industrial Sales  
Team Building & Leadership

## EDUCATION

- Diploma in Electronics & Telecommunication from Board of Technical Education Mumbai in 2001
- Completed Certification Supply Chain Management Program in 2016

**Technical Skills:** Operating System: MS-DOS, Windows 98, Windows 2000; Software Packages: MS Office Network: LAN

## NOTABLE ACCOMPLISHMENTS

- Bagged Best Service Engineer Award in 2006
- Recognized for Best Overall Performance in Retail Sales in 2011

## EMPLOYMENT

### Oct 2017 - Present: Xiphias Immigration DMCC, Dubai | Sales Manager

- Drives end-to-end sales cycle performing both hunting roles for new client acquisition and cross-selling/up-selling to an existing client
- Work directly with marketing and other teams to discover opportunities from leads, and set appointments from those leads
- Develop & execute effective marketing plans, including P&L structures designed to assure achievement of agreed-to volume, market share and profit objectives
- Strategize long term business directions of the region to ensure maximum profitability in line with organizational objectives; involved in coordinating budgets, forecasts & reports; effectuated business plans to attain maximum sales and optimum revenue
- Increase Sales Productivity through guiding the sales teams and identifying ways to help positively impact their performance against KPIs and growth targets

### Accomplishments

- Spearheaded the business operations for Immigration Products and Real Estate projects to HNI clients to get the Permanent Residency in countries as Canada, US, UK and Europe
- Contributed as a top revenue leader, turned around business unit with rapid attention to key targets for consulting services and leveraged skills in achievement of high-margin revenue
- Pivotal in designing and implementing systems & solutions with a view to register customer complaints / feedback and took necessary corrective measures

### Feb 2017 – Jul 2017: Ritver Paints & Coatings, Oman | Sales Manager: Construction Chemicals & Industrial Coatings

- Enhanced direct dealer network by making reach and addressability in the market; built distribution network by increasing the reach and addressability

- Examined market trend and monitored competitor activities for achieving volume sales and defining promotion strategy
- Appointed new dealers/channels to expand product reach in the market and worked in close interaction with the dealers & distributors to assist them to promote the Construction Chemicals, Admixtures and Industrial Coating products for Contractor & Steel Fabricator Industries
- Benchmarked and met expectations of the prospective clients, by obtaining relevant in- depth information on future projects
- Collated & compiled data for documentation of MAS documents to acquire approval from Government Dept., Consultants and Contractors
- Trained new members of the salesforce; monitored performance of different sales personnel and compared to the month's objectives

#### Accomplishments

- Instrumental in identifying potential BMS for retail sales of Construction chemical, Concrete Repair and Water Proofing material
- Supervised a large geography and multiple distributors in a tough region (low brand awareness)
- Augmented coverage by adding new distributors in new region and enhanced the existing topline
- Steered aggressive branding with the support of the distributors & implemented new sales schemes

#### Jul 2013 - Jan 2017: Lafarge Emirates Cement, Oman | Segment Manager Retail and Project Sales

- Formulated and executed marketing & sales strategy and forecasted sales for the territory on the future projects
- Studied the Request for Quotation (RFQs) and designed commercial proposals specific to each client
- Closed leads and ensured attainment of profitability through increased sales growth by coordinating with the team
- Proactively mapped RMCs, block factories and dry mix companies to promote Bag and Bulk Cement
- Conceptualized & implemented competitive strategies for generating sales & expanding market share

#### Accomplishments

- Drafted robust plans to ensure revenue growth across the product portfolio; functioned as a Business Owner; evaluated market dynamics, built high value leads and qualified pipelines by effectively utilizing client feedback & personal network
- Helmed strategic & operational leadership in formulating plans for heading new launches, accelerate sales, turnover & consistently surpass business targets
- Effectively launched new product for Plaster purpose in Oman market
- Established Lafarge Brand in Contracting Segment
- Engaged more transport for smooth flow of importing cement from Dubai to Oman
- Arranged seminars for mason to introduce new product application

#### Jun 2008 – Jun 2013: Jotun Paints Co. LLC, Muscat | Sales and Service Executive (Joined as Technician in 2008)

- Built a strong distribution network for achieving greater market reach and penetration for Decorative & Protective Coating
- Calculated sales forecasts for newly launched products; defined the financial budget and targets for new sales projects
- Communicated with clients and merchants and travelled to assigned areas to improve and develop business relationships, in-addition to maintaining constant follow-up on their feedback
- Penetrated channel partners for achieving business volumes consistently & profitably; shared regular feedback to seniors and organization on key issues like competitor push, product/ variant off takes, competitor network expansion & so on

#### Accomplishments

- Steered sales initiatives to achieve business goals for Decorative & Protective Coatings and devised rolled out annual sales plan with Retail Manager & National Sales Manager
- Instrumental in initiating operations with 5 distributors, which later increased to 15 distributors and improved market share in Dhofar regions
- Independently enhanced sales by 90% and increased services thereby ensuring profitability & resulting in tremendous cost savings
- Led and guided the following projects for paint application, inspection and smooth supply of material:
  - Project: Salalah International Airport for supply, apply and supervision for Decorative Paints for PTB building
  - Salalah IWPP Power Plant: Inspection and application of Tank Coating and Intumescent Coating for steel
  - Dhofar University Salalah: Inspection and supply of Decorative Paint
  - OCTAL Petrochemical: Inspection and supervision for Floor Coating and Intumescent Coating

### PREVIOUS EXPERIENCE

Mar 2007 - May 2008: CMS Traffic System, Hyderabad as Marketing Executive

Feb 2001 – Mar 2007: CPS Color India Pvt. Ltd., Mumbai as Regional Sales & Service Engineer

### TRAININGS

- Salesforce Training in Jotun Paints
- Lafarge Learning Academy

### PERSONAL DETAILS

**Date of Birth:** 03<sup>rd</sup> July 1979 | **Nationality:** Indian | **Visa Details:** Employment Visa | **License:** Valid UAE Driving License: 3801310  
**Address:** Plot No. 41, Vinayak Colony, Khanale Road, Opp. Hotel Suhas, Bhusaval, Maharashtra | **Languages:** English and Hindi