

Sanjay Kr. Shyam**Contact:** +91-9426853088 / +91 - 7698535982 ~ **E-Mail:** molyshyam@rediffmail.comDate of Birth : 8th April 1969

Senior level assignments in Sales, Techno-Commercial Operations and Product Promotions with a reputed organisation preferably in Industrial Lubricants industry.

Preferred Location: Vadodara, Gujarat.

Profile Summary

- An astute and dynamic professional with nearly 27 years of experience in Sales, Techno- Commercial Operations, Product Promotions, Estimation / Product Pricing, Training and Client Relationship Management.
- Holds the credit of organizing technical seminars and meetings for product promotions and meeting customers.
- Administering sales & marketing operations with focus on achieving pre-defined sales target and growth.
- An enterprising leader with proven dexterity in leading and directing personnel towards accomplishment of corporate goal.
- Ability to formulate and implement tactical initiatives to achieve corporate strategic goals.
- Possess excellent negotiation, leadership, communication, planning and people management skills.

Employment Details**Since FEB 2019: DSL Mkt.P Ltd. Thane as Area Manager - Industrial Specialty Lubricants.****Key Result Areas**

- Understanding business needs, its strategic direction and identifying initiatives that will allow a business to meet those strategic goals as well as establishing corporate strategies and budgets for achievement of the targets.
- Formulating annual business plans / strategies for maximizing profitability & revenue generation & realise organizational goals.
- Analysing latest marketing trends & tracking competitors' activities & providing valuable inputs for fine tuning marketing strategies.
- Mapping client's requirements, attending / conducting business user meeting, project planning & scheduling providing them customized business solutions.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
- Leading, recruiting, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Conducting meetings for setting up sales objectives and designing / streamlining process to ensure smooth functioning of sales.

Highlights

- Holds the credit of increasing revenue through product promotions, developing relationship with the customers and enhancing product quality.
- Administered a team of 5 dealers.
- Deftly conducted training programmes for the customer training orientation programmes.
- Carried out techno - commercial negotiations and followed up for the offers made to close the deals positively.
- Rendered quality & performance feedback regarding the product.
- Key clients handled: - Birla Copper,Grasim,Birla Cellosic,Guj Borosil,Guj Guardian,Saint Gobain,Apollo Tyres,Ceat TyresL&T,Essar, Alembic Pharma,Sun Pharma,Cadila,ABB,AMUL,Polycab,KEC International, Auto Industries,

Previous Experience**July 1993 – May 2002 : Xerox Modicorp Ltd.,Jamnagar as Business Executive for Saurashtra Region.****June 2002 – Aug 2003: Stanvac Chemicals (Ind) Ltd., New Delhi as sales Executive for Saurashtra Region.****Sep 2003 – April 2017 : Anand Engineers P Ltd.,(Molygraph),Andheri,Mumbai as Area Manager – Industrial Speciality Lubricants For Gujarat, Rajasthan and MP Region.****May 2017 – Jan 2019 : Max Lubrication P Ltd, Coimbatore as Business Manager – Western Region.**

Academic Details

- Post Graduation from Patna University in 1991.
- Diploma (Sales and Marketing Management) from NIS, Patna in 1993.
- Graduation(Hons) from Patna University in 1989.

Personal Details

Permanent Address: D/202, Meet – Retreat, Koyali – Reliance Road, Koyali,Vadodara - 391330 Gujarat.

(Sanjay Kr.Shyam)