

Top-Ranked Sales Leader with **16.8 years** of experience and recognized for contributions to Record-setting sales figures, Territory expansion and New Account Development. Proven ability to Lead Sales Team to achieve Revenue gain. Offer an in-depth understanding of the Sales Cycle process and remain focused on Customer satisfaction throughout all stages. “Experienced”, “Fearless”, “Cold-Caller” and “Expert Presenter”, Negotiator and Closer.

CORE COMPETENCIES

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|--|---------------------------------|
| ❖ New Business Development | Strategic Planning |
| ❖ Turn-around & High-Growth Strategies | P&L Management |
| ❖ Key Account Management | Marketing Strategy Planning |
| ❖ Customer Relationship Management | New Product Launch |
| ❖ Budgeting & Forecasting | Employee Training & Development |

ORGANIZATIONAL EXPERIENCE

Apr 2021- Till Date	Asian Granito India Ltd	R.M. – UP
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- Heading the Ceramic & Vitrified Division and GVT Handling a team of 8 Members.
- Establishing **Bonzer7** brand in UP Market by developing entire dealer network of more than 70 dealers.
- Approval of **Bonzer7** products in Private and Govt. Departments.
- Added 1 **Exclusive Bonzer7** Store in 12 Months.
- Driving the field force for new market avenues through proper mapping - Area wise – Town wise -Cluster wise.
- Strategic planning for accelerating the growth in all the product divisions with right product mixes and placement according to potential of market.
- Increasing the visibility of **Bonzer7** brand by low cost BTL activities.
- Business volume handling Rs. 12 Crores.
- Deep knowledge of UP territory City-wise and Business-wise.

Oct 2019 – Apr 2021	SEGA TILES	A.G.M. – UP / UK / RAJ
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- Heading the Ceramic & Vitrified Division and Handling a team of 8 Members.
- Establishing **SEGA** brand in UP / UK / RAJASTHAN Market by developing entire dealer network of more than 100 dealers, out of which approx 40+ dealers are from UP state.
- Driving the field force for new market avenues through proper mapping - Area wise – Town wise -Cluster wise.
- Strategic planning for accelerating the growth in all the product divisions with right product mixes and placement according to potential of market.
- Marketing Cost Cutting by e-Promotion of **SEGA** products to Architects / Builders and Dealers.
- Increasing the visibility of **SEGA** brand by low cost BTL activities.
- Business volume handling Rs. 16 Crores.
- Deep knowledge of UP territory City-wise and Business-wise.

June'17 – Oct'19

RAK Ceramics (I) Ltd

R.M. – UP Central & East

- Heading the **GVT & PVT** Division and Handling a team of 5 Members.
- Re-Establishing **RAK** brand in UP East Market.
- Re-Approval of **RAK** Products in all Govt. Departments.
- Added **8 Exclusive & Privilege RAK** Stores in 6 Months.
- Driving the field force for new market avenues through proper mapping - Area wise – Town wise -Cluster wise.
- Strategic planning for accelerating the growth in all the product divisions with right product mixes and placement according to potential of market.
- Streamlining the Dealer network by Termination of relationship with loss making trade partners.
- Dealer/Architect/Specifier's meets to promote all products.
- Business Volume handling of Rs. 43 Crores.

April'14 – June'17

Asian Granito (I) Ltd

Dy. R.M. – UP Central & East / Nepal

- Re-Joined (2009) Asian as **Deputy Regional Manager - Sales**.
- Heading the Entire Division except Marble and Handling a team of 9 Members.
- Re-Established **AGL** brand in UP East Market.
- Re-Approval of **AGL** Products in all Govt. Departments.
- Ever Highest UP East sales after Branch Formation with growth of 46% in 2014-15 and 63% in 2015-16 terms of Value and Volume.
- Being Awarded the **No. 1 Sales Team** in Entire North India in Growth **FY 2014-15**.
- Being Awarded the **No. 1 Regional Sales Manager** - North India in Growth **FY 2015-16**.
- Driving the field force for new market avenues through proper mapping - Area wise – Town wise -Cluster wise.
- Efficiently streamlined the distribution network by termination of relationship with loss making trade partners.
- Conceptualized and implemented process of tracking secondary sales of key Trade partners to understand Market condition, Consumer requirements, Competitor Performance and Organizations Counter share.
- Dealer/Architect/Specifier's meets to promote all products.
- Business Volume handling of Rs. 32 Crores.

July'10 – April'2014

H&R Johnson (India)

Dy. Manager - Sales

- Worked with H&R Johnson (India) a pioneer in Floor & Wall tiles as Dy. Manager – Sales for Lucknow.
- **No. 1 Sales Performer - North 2** in 2012-13.
- Achieving the target by channelizing the sales through a network of 18 Dealers.
- Strategic planning for accelerating the growth in all the product divisions with right product mixes and placement according to potential of market.
- Market Expansion through appointment of exclusive channel partners after town wise cluster wise potential mapping.

May'09 – Jul'10

Kajaria Ceramics Ltd

Area Sales Executive

- Joined as Channel Sales - Area Sales Executive, Varanasi (U.P. - East).
- Successfully formulated branch Target for the year and planned accordingly for each month sales.
- Spear headed team size of 14 Dealers & 5 Sub - Dealers at U.P. East.
- Played a key role establishment of branch to attaining 107% of the annual budget.
- Significantly contributed in accomplishment of over 55% of growth over 2008-09.

- Joined as Sales Officer based at Gorakhpur (U.P. - East).
- Successfully completed Target for the year and planned accordingly for each month sales.
- Got promoted in next 2 years as Sales Executive for giving continuous growth.
- Significantly contributed in accomplishment of over 22% of growth over 2005-06.
- Adeptly redefined territories for achievement of target.

EDUCATIONAL VITAE

- Certificate from NIIT in computer application.
- Post Graduation (M.Sc. Electronics) from Dr. R. M. L University, Faizabad in year 2005.
- Graduation (B.Sc. Math's) from C. C. S. University, Meerut in year 2003.
- Intermediate from CBSE Board in the year 2000.
- High School from ICSE Board in the year 1998.

PERSONAL VITAE

Date of Birth	:	04 October 1982
Father's Name	:	Shri Shyam Narayan Singh
Nationality	:	Indian
Marital Status	:	Married
Languages Known	:	Hindi, English & Regional Language
Address	:	19, Manas City, C Block, IndraNagar Lucknow (U.P.)

AWARDS & HONOURS

1. No. 1 Regional Manager – North-East-West India in **Asian Granito (India) Ltd** in 2016-17.
2. No. 1 Regional Manager - North India in **Asian Granito (India) Ltd** in 2015-16.
3. No. 1 Sales Team – Lower North India in **Asian Granito (India) Ltd** in 2014-15.
4. No. 1 Sales Performer - North 2 in **H&R Johnson (India)** in 2012-13.
5. No. 1 Sales Performer – Uttar Pradesh in **H&R Johnson (India)** in 2011-12.
6. No. 1 Sales Performer – Uttar Pradesh in **Kajaria Ceramics Ltd** in 2009-10.

REFERENCES

- Available On Request