

# SUNIL SATPATHY

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## SALES ~ MARKETING ~ KEY ACCOUNT MANAGEMET ~ CHANNEL & DISTRIBUTION MANAGEMENT PROFESSIONAL

*Seeking challenging assignment across a dynamic organization commensurate with my skills and experience, for an opportunity for professional growth based on performance.*

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**PREFERRED LOCATIONS:** Kolkata | Pune | Mumbai | Hyderabad | Bengaluru | Delhi | Bhubaneswar

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## PROFESSIONAL SYNOPSIS

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Competent and result oriented sales and management professional offering **around 24 years** of rich & diversified exposure with in-depth knowledge of **Consumer Durables, Building Materials and Healthcare Industry** specifically managed care plans and programs; Proven leadership skills in developing staff, implanting programs, managing teams and projects, and initiating process improvements; Currently spearheading efforts as **Sr. Sales Analyst (Eastern Region)** with 3M India Ltd; Kolkata.

- A Key contributor to the success of one of the nation's most highly regarded managed healthcare companies, a consistent top performer in a fast-paced, challenging environment.
- Proficient in finalisation of accounts encompassing preparation of various statements such as fund / cash flow.
- Possess valuable insight, keen analysis and team approach to implement best practices used in organising sales operations.
- Applies strategic understanding with an attitude of go-getter coupled with multi-tasking abilities in driving efforts towards achievement of organizational goals with efficient skills.

### Core Competencies:

*Marketing and Sales* ✎ *Treasury Development* ✎ *Vendor Management* ✎ *Market/ Customer/ Product Research*  
*Business Development* ✎ *Strategy& Planning* ✎ *Target based Sales* ✎ *Analytical and Logical Problem Solving*  
*Recruiting, Training, Monitoring* ✎ *Relationship and Client Management* ✎ *Revenue* ✎ *Team Lead*

### Soft Skills:

*Communications Skills* • *Analytical Skills* • *Success Oriented* • *Problem Solving Skills* • *Presentation Skills*  
• *Interpersonal Skills* • *Decision Maker* • *Time Management* • *Interpersonal Skills* • *Organizational Skills*

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## PROFESSIONAL EXPERIENCE

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3M India Ltd; Kolkata

Since Jul'15

Sr. Sales Analyst (Eastern Region)

- Managing sales and marketing operation of **3M** (oral care) healthcare business in Eastern and N.E region.
- Collect & analyze data to identify sales opportunities, assist with marketing strategies, & forecast market trends.
- Provide training and counselling and motivate team members to contribute their best and assist them in resolving queries / issues, and monitor and guide their individual target achievement.
- Direct and allocate sales targets for the region based on parameters viz. product, channel partners, customers and volumes, and prepare robust business plan and strategy, and sales forecast.
- Regularly monitor achievement of targets, market share, productivity, customer acquisition, profits.
- Defining zonal and individual targets with execution plan, maintaining right product mix, inventory control, and communicate product schemes and offers to area sales managers and ensures their implementation.
- Monitor and finalize budget for understanding Sales & Marketing in line with the overall business objectives.
- Conduct regular sales review meeting for identification of issues affecting target achievement and realization.
- Mapping of network of dealers and sub-dealers. Monitor variation between actual and planned product mix.
- Ensure channel to drive penetration and business development based in the region along with compliance to the credit control policy and ensure debtors number of days does not increase and reduce overdue outstanding.
- Coordinates with marketing for the organization of seminars, meets and conferences on zonal level.

AGL Panaria Pvt. Ltd; Kolkata

Oct'14 – Jun'15

Zonal Manager (Eastern Region)

Simpolo Vitrified Pvt. Ltd; Bhubaneswar

Jan'14 – Sep'14

Regional Manager (Odisha & Chhattisgarh)

Swastik Ceracon Ltd; Ranchi  
Regional Manager (Jharkhand & Bihar)

Aug'12 – Dec'13

Regency Ceramics Ltd; Ranchi  
Regional Manager (Jharkhand & Bihar)

Jun'08 – Jul'12

- Launching new products and new category of **Bellissimo**, porcelain stoneware tiles and cladding tiles of **Panaria** group having production facility in Italy, Portugal and USA in the ultra-luxury market segment, targeting a differentiated and discerning customer base looking for top quality aesthetics and technology in Eastern region.
- Attaining monthly, quarterly, or annual sales targets, building up distribution channels, Project sales and establishing strategic business relations, and providing idea for all strategic sales plans and their implementation for various range of Ceramic, GVT, PGVT, DC, Digital Floor and Wall Tiles.
- New Channel appointment and expansions for market coverage through most suitable channel partner acquisition, retention and development, and evaluating performance and monitor channel sales and marketing activities.
- Identify and develop new business lines for long term revenue growth and maintain relations with the clients to achieve repeat and referral business and implement robust sales strategy for the region and execute it with team.
- Recognize new business opportunities in B2B segment to build up and develop close relationship with key influencers like Architects, Designers, Consultants, Engineers, Contractors, and Mega Builders and Developers.
- Commercial activities, credit policy and controlling, timely collections of receivables from channel partners.
- Designing and execution of volume scheme and special offer to achieve short term and long-term volume objectives and increase trade advocacy and increase share in each state and territory.
- Responsible for developing the sales team, Dy.RM, Sr.ASM and ASM through motivation, counselling, skills development, product knowledge development and monitor their performances on daily, weekly & monthly basis.
- Brand and product specification into sale in various Govt. Departments like MES, RAILWAYS, CPWD & PWD.
- Maintain client relationship by providing support, information, guidance, and recommending new line of products.
- Interact with consultants, customers through planned visits, seminars, workshops and provides to development of the necessary product feedback, present and future customer requirements.
- Co-ordinate with production and commercial departments for meeting product delivery timelines of channel.
- Sending reports like MIS, sales forecast weekly and monthly (product and size wise) and keep tap on Competitors analysis like pricing, new product launch, promotional activities and gives feedback on trends and market share.
- Achievements: - Received the STAR PERFORMER AWARD for achievement in Exceptional Sales, Collections and Debtor Management in the fiscal 2010 – 11.

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### PREVIOUS ASSIGNMENTS

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National Plywood Industries Ltd; Bhubaneswar  
Sales Manager (Odisha)

Jul'05 – May'08

Aircon India; Bhubaneswar  
Marketing Manager (Odisha)

Jul'04 – Jun'05

Trans Oceanic Purveyors Pvt. Ltd; Bhubaneswar  
Branch Manager (Odisha)

Mar'02 – Jun'04

Fedders Lloyd Corporation Ltd; Bhubaneswar  
Sales Executive (Odisha)

Mar'98 – Feb'02

Rajpath Group; Bhubaneswar  
Sr. Sales Executive (Odisha)

Oct'95 – Mar'98

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### ACADEMIC & PROFESSIONAL CREDENTIALS

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- **1994:** **PGDM (Marketing)** ♦ Institute of Business Administration and Management, New Delhi.
- **1992:** **Bachelor of Arts (Economics)** ♦ Utkal University, Odisha.
- **IT Skills:** MS Office, Windows & Internet applications.

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### PERSONAL DOSSIER

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**Date of Birth** : 26<sup>th</sup> April 1972.  
**Languages known** : English, Hindi, Odia, & Bengali.  
**References** : Available on request.