

## Amit Kumar



**I Category Mktg! Branding! Marcom! P&L! Digital & Data Analytics.**

I 17 Years, Philips Consumer, SKF , USHA , TATA Motors

**MBA-XLRI (Full Time )| B.Tech Mechanical-NIT ,**

Certification- Advance Digital Brand & Mktg (MICA), DATA Science (Great Lakes)

Phone: (+91) 9560199217, <http://in.linkedin.com/in/amitkumarxlrj>

E-mail: [amitxl.srivastava@gmail.com](mailto:amitxl.srivastava@gmail.com), [amit\\_tatamotorjsr@yahoo.com](mailto:amit_tatamotorjsr@yahoo.com)

### PROFESSIONAL SUMMARY

I have got expertise in the field of Category Mgmt across **FMCD & Automotive segments**, Brand Planning & Media Campaigns, Product Marketing, GTM, Channel Analytics, Digital marketing , Data Analytics, P&L Mgmt , Business Strategy & Retail sales.

Currently associated as Head Marketing role, Prior exp with USHA , Goodyear, Daimler AG, TATA- Hitachi & TATA Motors. Strong & calm approach for thought leadership with strategic orientation. Ability to work under pressure, Soft Skills - High Performance & dedicated team leader, Good –presentation skills, analytical ability, communication & convincing skills.

Familiarity across global multi-cultural environment. Top Performer across companies, ability to raise team bar, like challenging & growth oriented environment.

Organization	Designation/Role
Philips Consumer Elec (Versuni)	Head Marketing
SKF India	GM Segment Head - Marketing & Sales
USHA International (FMCD)	DGM Marketing & Branding , Additional role of sales for new BU
Goodyear Tyres	DGM Marketing (E7 Grade)- Digital, Brand & Marcom
USHA International	AGM- Category Mktg & Digital Lead
Daimler AG/Merc Benz	Team Lead (Sr Mgr : L5A) – Launch Head
TATA HITACHI	Sr Mgr- Brand Mgmt., Marcom (ATL/BTL).
TATA Motors	Mgr -New Product Launch
TATA Motors	Asst Mgr -Business Planning

### EXPERIENCE

**Jan 2023- Till Date, Philips India (Versuni), Gurgaon**

#### Head Marketing (Category, Brand & Growth)

- Heading Marketing Consumer Business – Brand, Media, Digital, Consumer insight, Campaigns, AOP, Budget, P&L. Product portfolio lifecycle mgmt. & category creation.
- P&L for all categories, channel intervention for Modern trade, E Com & retail channel.
- 360-degree ATL/BTL marketing spectrum with influencer campaigns.
- Brand Pref for Philips brands in line with global KPI, driving consideration through mktg campaigns.
- Agency handling for brand campaigns (Ogilvy & Lintas), media (OMG) & creative agency engagement / research agencies for quarterly brand tracks.

**Feb 2020- Jan 2023, SKF India, Gurgaon**

#### GM Marketing (Segment Head)

- Sales & Marketing for Automotive business India & selected Asian countries, P&L handling.
- Rated as top performer for consecutive years. Launch of new business line across Asia.
- Established 2W automotive brand pref across major subcontinent market through new value proposition, Retail network development for automotive business, 360-degree marketing including ATL, BTL & digital. Lead E Commerce portal (D2C) for SKF India handling daily business .

## Mar 2016- Jan 2020, USHA International, Gurgaon

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### (DGM- Marketing & Branding)

- Heading category marketing function; Product Marketing, Branding & Communication, Pricing, Channel, and Consumer Insight & Market Research. Business strategy/Brand architecture plan for category.
- Brand campaigns & tactical campaigns for sales support (ATL/BTL/Print & Radio/Mobile), engaging creative & media agencies. Cinema advertising/Bus Branding for tier 2/3 towns, festive campaigns.
- In shop & retail branding, consumer & BTL activation campaigns with trade partners. Maintaining brand consistency across trade for communication. Creative brief & consumer in sighting studies with IMRB.
- Launch mgmt/ Product mgmt NPD for new products, distribution plan & trade loyalty scheme for channel. POSM & retail merchandising. Trade shows, dealer meets for channel engagement.
- P& L Responsibility, EBIT & GM ownership, financial forecast for rolling months & market share growth plan. Annual Budget monitoring, managing gross to net & trade markup budget. Brand licensing for creating marvel series & corp campaigns with leading sports players. M&A with Japanese partners for technology tie up & Special projects with E&Y Consulting team.
- Digital initiative, web development, content mgmt, keyword planning & inbound marketing initiative.
- Deployment of google ad word Campaign & use of google analytics for tracking consumer pull/trend.
- Analytics & use of R /Tableau for campaign ROI monitoring & campaign effectiveness, traffic estimate.
- Time series, regression & analytics for vol forecast, trend analysis; conjoint study for product attributes.

## Aug 2015- Mar'2016, Goodyear tires

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### DGM Marketing (Digital, Marcom & Brand)

- Heading P&L, Category GM% & FOH recovery plan for managing EBIT. Marketing budget (SAG & Gross to net) in line with APAC goal. Marketing campaigns & consumer promotion in line with AOP plan.
- Organic & Inorganic traffic mgmt., web analytics, SEO, SEM / ad word Campaigns & Content Plan.
- Social media campaigns; Facebook & YouTube channels. Microsites for new launches & digital branding
- Corp branding through sports event & *Joy of Journey Campaign, Best Expo award* for OTR participation.
- RTM plan – market storming for MCT Tire product range market seeding & RTM rollout, ATL/BTL campaigns & brand portfolio plan. Retail audit & counter share growth projects.

## May 2014- July 2015, USHA International, Gurgaon

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### AGM Marketing, (Category Mgmt), Consumer Goods

- Website architecture for new business unit- E Commerce portal tie-ups, Web marketing, E Mail marketing through third party mail server. Social media initiatives & product awareness campaign & engagement activities on Facebook portal. Strategy roadmap for Appliances category.
- Category roadmap, brand positioning, creation of brand energizer for current product range. ATL/BTL annual plan roll out. Product Marketing plan, Life Cycle Mgmt, detailing Mktg plan for product segments.

## Apr 2012- April 2014, Daimler AG (Merc Benz), Chennai

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### Sr Mgr Marketing, (Team Leader- Launch Mgmt-GTM/Product Mktg),

- **Market entry strategy for Daimler in India market & Launch of Daimler brand in India.** Headed Product Marketing & GTM Team. Product launches with segmented seeding approach. Market entry plan & execution for pan India channel partner's territory seeding, penetration & expansion across segments. Building marketing mix model & sales promotion schemes. Project lead for market share ramp up (High potential & low Penetration dealers), sales strategy & sales force effectiveness.
- **Prepare 360 degree marketing plan for all product launches** –the plan includes ATL,BTL ,Digital Radio and innovations . Draft and monitor advertising guidelines, Chart out Media plans and optimize deployment of Marketing Funds
- Product Marketing Plan for Diff product lines, Kano Study, Price sensitivity, Price walk & Price Positioning for product lines. **Customer surveys, pricing research & engaging key account customers at corporate level for business development. Closely worked with BCG for India Business Strategy Roadmap.**
- Handling large customers for sales conversion, presentation negotiation & closing the sales deal. Guiding & training sales team for product positioning & value communication.
- Annual volume plan, demand forecasting quarterly (mapping market vs sales potential), Customer acquisition plan & retention plan. **Forecasting model for demand estimation (time series).**

- Handling Market Research Project team. Assisting senior mgmt for strategic road map. Capturing consumer insight, segment shift & new generation product plan. Consumer analytics, statistical tool & BI tools for analysis. Creating policy & budget provision for marketing activities, guide channel sales partner for POS creation, demo activities, campaign & customer meet.

### May 2011- April 2012, TATA-Hitachi Construction Equipment, Bangalore

#### Sr Mgr Marketing, Brand Management,

- Creation of Brand architecture & managing **product brand** for light to medium tonnage segment. Insight led Brand communication plan for driving customer & dealer engagement. Market research projects & brand track study. **Product marketing plan for Wave1 launch with BCG team.**
- Market Opportunity Analysis, Competitor Assessment, Customer Intelligence, Product Mgmt, Pricing, Promotion & New product launch
- Develop product positioning and messaging that differentiates products. Sales enablement – communicates the value proposition of the products to the sales team and develops the sales tools that support the selling process of our products. Develop the strategy and manage the marketing programs that drive demand for our products. Handling media & creative agencies for ATL/BTL, Research & Expo.

### 2006–2010: TATA Motors Limited, Jamshedpur & Lucknow,

#### Manager, New Product Introduction (Product Mgmt)

- Analysis of market segments, understand patterns/trends and suggest new product-market opportunities. Product planning for Medium & Heavy duty range of vehicles. Pricing & volume forecast for new models .Validation of product positioning & features in the market, customer trials & feedback for establishing product proposition.
- Marketing plan summary, volume projections & Concept generation to Productization. Business case preparation, project time plan & cost estimation for gateway approval. Coordination & driving with sales & service team for product demonstration & customer visit.
- Administered New Product Development through Phase gateway process, Market opportunity analysis, QFD, benchmarking, customer assessment, Industry Trends, cluster analysis & spec finalization. Product Strategy Planning for (Domestic /International) markets.

### 2004–2006: TATA Motors Limited, Jamshedpur

#### Asst Mgr, Business Planning

- Capex planning, budget approval & financial summary of Capacity Building Projects. Preparing business case for capacity improvement, Provide regular report to finance for tracking payback period & break even for investment.
- Business planning for new generation product lines & aggregates, assisted senior mgmt for annual business plan & 5 year strategic plan for new premium product range. Decoupled project & benchmarking with Global players.

### EDUCATION

Duration	Degree	Institute/Board
2010–2011	Post Graduate Diploma in Management ( Marketing & Operations)- <b>Full Time</b>	XLRI, Jamshedpur, (AACSB Accredited )
2000-2004	BE. (Mechanical)- <b>Full Time</b>	NIT, PATNA
Duration	Certifications	Institute
2017-18	PG Diploma in Data Science	Greatlakes
2016-17	Master in Digital Marketing	Market Motive

### KEY PROFESSIONAL HIGHLIGHTS

- **Launching Bharat Benz Brand in India (Subsidiary of Merc Benz) in Indian market, controlled sales through customer selection & establishing targeted product positioning. Establish Bharat Benz Brand through RTB & gain of 5% Market Share in first year.**
- **Launch of Low Floor JNNURM/TATA Star bus Buses brand creation & launch. Maintained market share of 40% through product refreshes & new launches. Coupled with Consumer engagement activities.**
- **Creation of New Light weight excavator category with Hitachi Global marketing team.**
- Product strategy planning for South Africa & other international markets.Handled product ranges for diff markets LPO/LPT BS IV models, LPT 2516, LPT/LPO 1616, 2518 Platform, LPO 1616 Mauritius, LPO 1316 LHD for Gulf, Middle East, UAE Dubai market requirements.
- Awarded by CEO for Process planning & development of WT platform modular concepts.

## KEY ACTIVITIES AND ACHIEVEMENTS

- *Summer Internship at Taipei, Taiwan from XLRI for Dante Coffee, Business & Marketing strategy.*
- TOP Performer award for TATA Motors, received from CEO for product innovation.
- Selected in top 6 teams in TATA Business Leadership Award 2008 final round.
- Gate 2005 All India Percentile 95.04.

## Certifications

- **Certified master program in digital marketing- Market Motive '17;**
- **Certified Google ad word – fundamental & display advertising Jan'18**
- Google Academy Certified- Google Analytics Basic, Advance & E Commerce analytics.
- SQL / Data mgmt. software & marketing automation Eloqua / Hub spot
- Creative communications, Media planning & adv mgmt- MICA 2016-17
- Brand Management- UCLA , California, Online, USA (2015, June-Aug)
- PGDM Great Lakes – **Data Science Master Certification (17-18) /Data Science with R Analytics**
- **Artificial Intelligence & Machine Learning for business leaders – Analytics Vidhya**
- **Full Stack web developer – HTML, CSS , Java Coding .**

## PERSONAL DETAILS

**Date of Birth:** February 12, 1982  
**Passport No.:** J1206819