

Debashis Mukherjee

✉ debashis.muk@gmail.com

☎ +91- 8697576161

in debashis-mukherjee-9870a6b2

A multi-faceted, result-oriented & competent professional with 15 years of comprehensive experience; targeting challenging & rewarding opportunities in the domain of MIS / Planning with an organization of repute preferably in Kolkata.

Executive Profile

- Proficient in preparing monthly performance status reports to senior management as well as generating, maintaining, analyzing & present daily/weekly/ monthly reports
- Skilled in preparing & updating MIS reports based on variance analysis for supporting revenue & expense calculation on a monthly & quarterly basis
- Worked extensively on sales orders, deliveries, pricing documents pricing procedures and master data
- Experienced in defining product/channel marketing strategy, including development of channel marketing activities in accordance with overall business goals and objectives
- Led and managed a dynamic team of marketing and promotional staff; analyzed regional marketing activity outcomes and provided processes and procedures for quality improvement
- Developed systems, processes and procedures to support sustainable growth; introduced sales process and reporting that included integration of a new CRM and performance-based incentive scheme
- Track record of developing, reviewing and reporting on the business development division's strategy ensuring the strategic objectives were well understood and executed by the team
- Implemented client service strategies that will increase sales while providing a positive experience for all clients
- Expertise in preparing documents related to quality with a view to apprise management of process operations & assist in decision-making process

Education

- 🏆 2013: MBA (Marketing) from Sikkim Manipal University
- 🏆 2011: MCA from Sikkim Manipal University
- 🏆 2002: Post Graduate Diploma-DOEACC 'A' Level from DOEACC Society
- 🏆 1999: B.Sc. from Calcutta University

Achievements

- Certified as SAP SD Super User from Holcim Services South Asia (HSSA)
- Received Ninja Award for Customer Excellence Star in 2017

Core Competencies

MIS Reporting	Data Analysis
Sales & Distribution	Customer Relationship Management
Master Data / Credit Data	Debtors Management
Discount Management	Roll-out & Support

Soft Skills



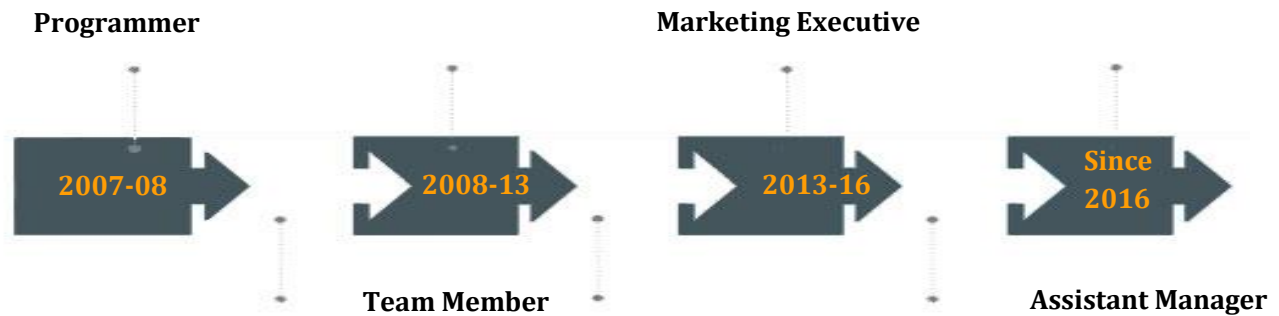
Technical Skills

SAP SD	CRM Salesforce
Qlikview	MS-Excel
MS-Word	MS-PowerPoint
SQL	Visual Basic 6.0
Oracle 9i	C, C++

Work Experience

Since 2007: Ambuja Cements Ltd., Kolkata as Assistant Manager- Marketing

Growth Path:



Roles & Responsibilities:

- Facilitating MIS report preparation (Daily Morning Sales Report, Stock, Collection, Outstanding Analysis, Sales Trend Report, Target vs. Sales, JCP Analysis, JCP vs. RMIS, District Potential Analysis, Price Report & so on)
- Standardizing similar reports across clients, departments and teams
- Personalizing new MIS requirements from operations perspective and as required for accurate business information
- Preparing Sales Dashboard for higher management & presentations for monthly meetings
- Regulating Dealer Credit Management (Set Credit Limit, Block Order Release, SD Process & so on)
- Directing new customer account opening process in SAP SD Module for RSO
- Performing scheme calculation & analysis (CMS Scheme, Target Scheme)
- Coordinating with individual Sales Officer regarding TSO Wise Sales Target, JCP Planning, New Dealer Appointment Planning, Overdue Parties Collection Plan, Collection Of ARS Sale Data & so on
- Playing a key role in collecting market information (Brand wise Cement Arrival Report, Price Report, Dealer wise WSP/RSP)
- Serving as Regional Co-coordinator for Customer ADC portal; conducting customer mapping with Sales Promoter & Sales Officer while maintaining customer data
- Training & troubleshooting end-user support activities of SAP SD Module, Salesforce, ADC & so on
- Participating in key cross-functional meetings as the representative for the Sales/ Customer Service Department to discuss goals & future growth for customer accounts
- Dealing with documentation for statutory requirement of dealer
 - Preparing dealer wise PE letter for entire RSO
 - Coordinating with team for distribution & collection of signed copy
 - Collecting signed Balance confirmation statement from all branches of RSO

Personal Details

Date of Birth : 3rd October 1976
Address : 191/D, C.S. Mukherjee Street, NABONILROY, Flat No. 2A, Konnagar, Hooghly-712235
Languages Known : English, Hindi & Bengali