

# Rajendra Nath Mukherjee

Leader. Mentor. Growth Hacker.

AA 1/4, DESHBANDHUNAGAR,  
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## EXPERIENCE

### **Tutopia Pvt. Ltd., Kolkata — District Manager**

JANUARY 2021 - PRESENT

- Integrated the ed-tech platform and distribution in West Bengal for the first time.
- Took advantage of the changing customer habits and improved operations and bottom line.
- Mentored the sales team and clocked more than 3 Cr in revenue.

### **Startup Business on Pet Breeding and Trading, Kolkata — Self**

NOVEMBER 2019 - DECEMBER 2020

Being a nature lover since my early days, I tried to initiate a start up on pet breeding & trading which did not work out as per plan due to the outbreak of COVID pandemic.

### **Feelex Mattress, BDG Polysteel, Kolkata — Zonal Business Manager, East**

OCTOBER 2017 - OCTOBER 2019

- Considered and approved policies for better company outcome and monitored overall performances in the Eastern States (West Bengal, Bihar, Jharkhand, Odisha and North East).
- Derived mechanism to structure the overall distribution model.
- Managed 6 Area Managers and 22 Sales Officers and guided them through the sales goals and process objectives.

### **Kansai Nerolac Paints Ltd., Kolkata — Area Sales Manager, Project Sales Manager, East 1 Division (After Promotion)**

MARCH 2007 - JULY 2017

#### As a Project Sales Manager, East 1 Division (2013-17)

- Managed order cycle to enhance business development, maintaining sustainability and customer satisfaction in institutional sales. Covered states are West Bengal, Chhattisgarh and North East.

## EDUCATION

### **St. Mary's Orphanage & Day School, Kolkata — Indian Certificate of Secondary Education**

JANUARY 1978 - MARCH 1989

### **S A Jaipuria College, Kolkata — Higher Secondary Examination**

AUGUST 1989 - JULY 1991

Subject: Science Stream

### **University of Calcutta, Kolkata — Bachelor of Science**

SEPTEMBER 1991 - JUNE 1994

Subjects: Economics, Mathematics & Political Sc.

## SKILLS

- ❖ Leadership Skills
- ❖ Negotiation
- ❖ Strategic planning
- ❖ Business planning
- ❖ Sales & Marketing
- ❖ Application of SAP.
- ❖ Application of CRM
- ❖ Commercial Awareness
- ❖ Marketing Campaigns

- Identified, hired and groomed suitable candidates and taught them best industry practices and sales strategies.

As an Area Sales Manager(2007-13)

- Increased numeric and weighted reach in Kolkata and upcountry markets and drove towards the desired result by increasing market share from 6% to 14%.
- Closed high worth deals with lucrative clients.

**AkzoNobel Ltd., Bhubaneswar, Odisha — Area Development Executive**

JUNE 2006 - MARCH 2007

- Managed on-site evaluations, internal audits and customer surveys.
- Streamlined Institutional sales in Odisha & Jharkhand and increased market share by 3% in a span of a year.

**Schneider Electric India Pvt. Ltd., Bhubaneswar, Odisha — Territory Manager**

FEBRUARY 2005 - MAY 2006

- Monitored customer buying trends and generated continuous customer referrals by delivering exceptional sales support.
- Transformed territory revenue by leveraging strategic business development plan, moving region up in company rankings.

**Asian Paints Ltd., Kolkata, West Bengal — Territory Sales Incharge, Senior Project Sales Coordinator(After promotion)**

JULY 1997 - FEBRUARY 2005

As a Senior Project Sales Coordinator(2000-05)

- Brought in more than 7 cr in sales in less 4 years.
- Targeted new markets and increased sales through proactive negotiation & closure techniques.

As a Territory Sales Incharge—Uttar Pradesh, Lucknow(1997-2000)

- Maintained excellent attendance record, consistently arriving at work on time.
- Handled the desired number of calls per day to address customer inquiries and concerns.

**ADDITIONAL ACTIVITIES**

- *Member of the school and college quiz team.*
- *Elected player of the college and school cricket team.*

**LANGUAGE PROFICIENCY**

- Bengali- Writing & Speaking.
- Hindi- Writing & Speaking.
- English- Writing & Speaking.

**PROFESSIONAL TRAININGS**

- ADVANCED SELLING SKILLS FROM SMMART TRAINING & CONSULTANCY SERVICES.
- LEADERSHIP SKILLS FROM MERCURI GOLDMANN.
- ESSENTIAL COMPETENCY ACQUISITION FROM ASIAN PAINTS

**MARITAL STATUS**— *Married with a daughter.*

**DATE OF BIRTH:** 13/09/1972

**AREA OF INTEREST:** *Cricket History*