
RAKESH KUMAR PATI
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Professional Profile

CAREER OBJECTIVE: An accomplished professional seeking a position in sales and marketing sector, where my skills, creativity, knowledge, keenness to grow and learn can positively impact my career as well as the organisation's productivity and growth

EXPERTISE SUMMARY:

- Having more than 9 years experience in direct, channel, institutional, Industrial and corporate sales, marketing.
- Successful at budget achievement, distribution channel management, promotional activities & product launches.
- Hand on experience of relationship marketing, maintaining rapport with key accounts and new business development to increase market share.

PROFESSIONAL EXPERIENCE:

- **ARDEX ENDURA INDIA (ASST.MANAGER SALES & MARKETING)**
- September-2016 till June 2021
- **Responsibilities:-**
- Responsible for sales and marketing of various construction chemicals, concrete repair and flooring chemicals, waterproofing materials, Tile care products in various parts of Karnataka.
- Meeting Dealers, Distributors, applicators, architects, Consultants, Builders, Contractors, Interior contractors, Vinyl and Carpet dealers, industry maintenance team for suitable product selection and application.
- Ensuring Budget achievement, mapping of new, upcoming and ongoing construction activities in the region, payment realization within credit period, new product launches, actively involved in end to end sales process, conducting applicators and business partner training programs.
- Maintaining rapport with existing customers, Converting new customers, Ensuring post sales service as required for overall customer retention.
- **RMC READYMIX INDIA.**
(A Division of PRISM CEMENT LIMITED)
- March 2014 to September 2016.
- Sales Officer

RESPONSIBILITIES

- Meeting architects, civil engineers, contractors, developers and builders for sales of ready-mix concrete products in the assigned area.
- Responsible to maintain rapport with existing clients and creating new customer base.
- Budget achievement, ensuring timely collection and keeping track of construction activities, upcoming projects in the assigned area.

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- **Indian Immunologicals Limited. (A wholly owned subsidiary of The National Dairy Development Board).**

- October 2012 to October 2013.

- Marketing Officer

RESPONSIBILITIES

- Looking after sales and marketing of various accidental and childhood vaccines in through corporate hospitals, institutions, Government bodies by generating enquiries, negotiations for price and payment collection.

LUPIN LIMITED

- October 2009 to June 2012.

- Marketing Executive.

RESPONSIBILITIES

- Based at ORISSA with PINNACLE a Specialty Marketing Division of LUPIN LIMITED which deals with Cardio Vascular and Ophthalmology Products in various parts of Odisha.
- Creating and maintaining a good rapport, strong relationship with existing customer base and creating new ones for increasing sales and market reach.
- Handling the Distribution channel(C&F, Distributors and Retailers) for the smooth flow and availability of products.

PROFESSIONAL AND ACADEMIC RECORDS

- Post Graduate Diploma in Management, (2 years Full Time Residential Programme), (Marketing as Major & Finance as Minor) from "Krupajal Business School", Bhubaneswar, in April 2009.
- B.sc. (Mathematics, Chemistry) from Fakir Mohan University" in 2007.
- Star Club member at achieving targets, won various Incentives with awards.
- Worked as a Research Executive with AC NIELSEN as a Summer Intern.

PERSONAL DETAILS

Date of Birth : 3rdJuly 1985

Languages Known : English, Hindi & Oriya.

Marital status : Married

Computer Skills : Microsoft Office, Outlook, SAP CRM and SD Module.

Declaration

I, Rakesh Kumar Pati hereby declare that all the above information furnished by me is true to the best of my knowledge and belief.

Date

Place

Rakesh Kumar Pati