### Sanjay Kumar Mishra



### Market Penetration & Development | Leadership



Strategic Sales & Marketing

Product Planning & Management

New Business Development

Relationship Management

Market Intelligence/Analytics

Distribution Management

Operational Excellence

Channel/Dealer Management& Key Account Management

Product Launch

Market Penetration

Managing Cost Centre

**Brand Execution** 

Team Management & Leadership

## **Profile Summary**

- Enterprising professional with nearly 23 + years of experience in Strategic Sales & Business Development
- Currently associated with VEPL as All India Sales Head and prior was associated with Century Plyboard (I) Ltd., Kolkata as DGM -
- Managed Manging Bulk Fleet Operators, ATL & BTL, Marketing Budget, Dealership Profitability Module Implementation and more
- Administered Distribution Network Development and Rural Marketing across sectors including Commercial Vehicle Industry, Commercial Vehicle Finance, Car Industry, Tyre and Ply Industry
- Spearheaded business worth INR 150 crores p.a. with a team of 50 consisting of SO/SSO/SE/SSE, Area Manager, Sr. ASM, BSM, Sr. BSM, BAT, OPT and Branch Commercial Manager
- Led the development and execution of loyalty programs, dealer contests & contests in team to boost sales. At CEAT handled OEM's like Tata Motor.
- **P&L Driver & Revenue Accelerator**: drove the operations for the organization, employed a pragmatic approach and catapulted the profits
- Proven track record of achieving / exceeding targets, opening new & profitable product /services markets and setting up business operations in emerging markets
- Leader & Organizational Change Agent, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth
- History of excelling in introducing new organizational change, expanding markets and leveraging the knowledge base with internal resources to facilitate excellence for achieving organizational goals
- A result-oriented professional with excellent communication, & mentoring skills; skilled in leading teams for developing procedures and service standards for business excellence

# Soft Skills













Date of Birth: 23rd March 1974 Languages Known: English, Hindi &

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# Career Timeline (Recent 3 Associations)

CEAT Ltd., Ranchi as Sr. Regional Manager -**Jharkhand** 

Vyomaa Energy Pvt. Ltd., **Kolkata as Sales Head** 



Jan'15 - Jun'19

**DGM Sales** 

## Education

**PGEXP (Marketing)** from Indian Institute of Management, Ranchi in

Centuryply, Kolkata as

**B.E.** (Mechanical Engineering) from MANIT, Bhopal in 1997



### Aug'19 onwards with Vyomaa Energy Pvt. Ltd. as Sales Head

I have joined this organization with an aim to completely revive its Sales function Pan-India.We are involved in Solar Power Solutions .I have started with East.I have joined on profit sharing model .This was a territory where company had no presence.2 Cr of business has been generated till date and a healthy pipeline of 20+ clients has been created .Now the focus for next year is

**Business Volume: 10 Cr+** 

**Focus Segment : CAPEX and OPEX** 

**Customer Segment : To add 3 clients having Credit rating of A or more** 

Organization Rebuild: 3 persons added in Finance and Operation. This year sales manpower addition of 5

in East.Also search for expansion potential in other zones.

Profitability: Currently company is in loss. To take it to 1 cr of profit by end of FY.

### Jan'15- Jun'19 with Century Plyboard (I) Ltd., Kolkata

**Growth Path:** 

Jan'15 : Joined as Sr. Regional Sales Manager

Since Apr'18: Promoted as DGM – Sales

# Also had the opportunity to handle new product launch Sainik 710 and also handled PMG as an All India profile for 7 months (Apr'18- Oct'18)

### **Key Result Areas:**

- Managing operations for regions including Bihar, Jharkhand & North East; leading a 50 member team
- Evaluating business potential, implementing strategies to drive sales augment turnover & achieve desired targets
- Analysing the market responses / requirements with theMarketing Teams for new applications / promotions
- Developing a network of dedicated channel partners; leading the launch of new centres& monitoring operations
- Leading the development, acquisition and maintenance of large corporate accounts for the organization
- Monitoring inventory for ensuring ready availability of material to meet production / dispatch targets
- Directing a skilled and dedicated team of 50 employees, 140 dealers and 8 distributors
- Heading efforts towards expanding existing channels and augment profitability
- Performing monthly sales forecasting and competitive analysis for determining accurate performance levels and needs for growing the current and additional vertical markets and product categories
- Evolving, reviewing and reporting the business development division's strategy and ensuring the strategic objectives are well understood and executed by the team
- Impacting profitability through effective strategic management decisions and new business development
- Steering business operations for the profit centre with a view to realize pre-planning sales and revenue targets; formulating profit centre budget for operational / business development activities
- Formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through

#### **Responsibilities and Key Achievement:**

- Implemented key strategies and registered a territory growth of 12% and 102% target achievement in LY.
- Led the addition of 10 dealers, 4 distributors and 3 wholesalers in FY 17 & 5 dealers and 2 wholesalers in FY 18
- Acknowledged as all India highest in prime focus category product Club Prime in FY'17 & 18
- Registered the highest door selling all India and highest penetration of 45%
- Recognized as Shoorveer RM contest winner twice in 2015 and 2017.
- Recognized and initiated godown upgradation for Patna, that was bottleneck for inventory and sales.
- Ensured special focus on new product category (Novatech ) with appointment of 6 dealers in this category
- Drove initiatives towards increasing rural penetration to add dealers/sub-dealers in all important pockets

# Apr'13 – Jan'15 with CEAT Ltd., Ranchi as Sr. Regional Manager – Jharkhand Highlights:

- Drove efforts and acknowledged for consistent growth of 12% in 2013-14 as compared to no growth in previous year
- Successfully attained all time highest figures for 15 out of 16 categories in period Apr'13 Jul'14 and the highest growth in profit category Motorcycle (50%), PCR (25%) & UVR (20%)

- Led the acquisition of 4 new distributors in 1 year and took no. of distributors from 2 to 6; added 5 CEAT Shoppes and 20 new dealerships
- Recorded a significant growth from average distributor business of 31 lacs in 2012 to 46 lacs pm in 2013 and 60 lacs pm in FY 14-15
- Conferred with All India Award for Best Distributor Performance in FY 13-14 and award on Best PD Module Implementation in FY 13-14

Dec'05 - Mar'13 with Maruti Suzuki India Ltd., Ranchi as Regional Rural Marketing Manager

Dec'05 – Mar'08 Manager (As a TSM handled Dealers of West Bengal)

Apr'08 – Mar'11 Senior Manager ( Handled Dealers of Orissa , A&N , Sikkim, CG)

Apr'11- Mar'13 RRMK (Handled Jharkhand, Bihar and CG)

Highlights:

- Registered the second highest growth nationally (All India) 88% in rural sales
- Conferred with National Award in Highest Panchayat Sale for agrowth of 75% at Annual Business Review Meet
- Nominated and selected for Newsroom for Best Rural Growth in ABRM
- Awarded with Rural Champion Trophy thrice in FY 12-13 (All India contest on a monthly basis run by Head Office)
- Spearheaded the concept of village RDSE (Rural Dealer Sales Executive) for extended rural reach; recorded zonal highest 60% penetration in villages
- Directed the development of an untapped customer base by focusing on LIC Agents and their customer base through monthly meets and referral schemes
- Steered the implementation of VIC /CIC/DPC Cards for mapping of Villages/Corporate/Districts
- Developed and sustained cordial relations with key corporate clients like SBI, Coal India, LIC, ONGC, SAIL, NTPC

# Oct'04 – Dec'05 with HDFC Bank Ltd., Indore as Relationship Manager Highlights:

- Spearheaded the refinance business and tripled the growth from 30 lacs in FY 04-05 to 110 lacs in FY 05-06
- Enhanced coverage by launching business at new locations like Neemuch, Ratlam, Mandsaur, Mahidpur and Dhamnod & Sendhwa, adding an average business of 100 lacs from these locations
- Successfully acquired 20 new channel partners to increase penetration and augment growth

### Jul'97 – Oct'04 with Ashok Leyland Ltd., Nagpur as Assistant Manager

Jul'97 –Apr'2000 GET

May'2000- Oct'04 Assistant Manager

**Highlights:** 

- Drove efforts towards augmenting market reach by developing markets in Raigarh, Korba, Rajnandgaon & Ambikapur
- Steered operations while focusing on Multi Axle Vehicles & Multi Axle Tippers driving value growth; successfully achieved 65% growth, the highest in zone in this category
- Developed relationships with key institutions and increased institutional sales by penetrating into SECL FSNL, SAIL-Bhilai, JNRUM Scheme and PMGSY Scheme
- Spearheaded the successful launch of Bison & 2516 Tipper; achieved highest sales of 500 Tippers in FY 03-04
- Successfully developed market for Tippers by coordinating with body builders & dealers to provide FBT Tippers; successfully achieved growth of 39% in the category
- Led the conversion of some Mega Tata customers to Leyland GTP Korba (over 1000 Dumpers), RST Raigarh (over 300 Dumpers) and Budhar Transport-Budhar (over 250 Dumpers), Jain Transport (over 150 Dumpers)

# Trainings

- Capstone Business Solutions by Prof. Veer Mehta (Take Solutions)
- Leadership Summit 2012-IIM Ranchi
- HR Conclave -IIM Ranchi
- PGEXP Campus Drive 2013