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Santanu Dutta

CAREER OBJECTIVE

To become an asset for the organization where I render my service by excelling in my work with high motivation, commitment and strong work ethics.

PROFESSIONAL EXPERIENCE

❖ Present Organisation:

Working as **Manager – Commercial Sales (EAST)** for **M/s. Siegwerk India Private Limited** (June 2017 – till date)

Organisation Profile:

Siegwerk is a global market-leading manufacturer of printing inks for Packaging of any kind as well as Newspapers, Magazines and Catalogues. With currently 5,000 employees in more than 30 countries, Siegwerk supply and support every customer anywhere in the world with the philosophy of “Ink, Heart & Soul”. Headquartered at Siegburg near Cologne, Germany, and with more than 180 years of experience, Siegwerk commands a profound product knowledge and expertise for many printing methods. The basic colors and varnishes are manufactured in a standardized process at 15 “Centers of Excellence” around the world, and “Blending Centers” in more than 30 national subsidiaries around the world ensure that the printing inks are subsequently tailored to meet the individual customers’ requirements.

Job Profile:

Responsible for both **Key Account Management (B2B)** and **Channel Management (B2C)**

Handling **EAST** market (Kolkata/Odisha/Ranchi/Raipur/Guwahati locations) for **Business Development** of Conventional Printing Inks / Varnishes / Matching Inks and UV & LED Product Portfolio for both **Commercial** and **Packaging** Customers

Responsible for **New Customer Development** to augment incremental business

Coordination with Tech. Support Team for **System Recommendation and Trials**

❖ Past Organisation:

Worked as **Area Project Head** for **M/s. Akzo Nobel India Limited** in Kolkata
(July 2011 – June 2017)

Organisation Profile:

AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals, and the portfolio includes well known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, it is a Global Fortune 500 company and is consistently ranked as one of the leaders on the Dow Jones Sustainability Indexes. With operations in more than 80 countries, 45,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™. AkzoNobel India (previously known as ICI India) manufactures and markets paints and specialty chemicals. With employee strength of about 1800, Akzo Nobel India's manufacturing sites, business and sales offices and distribution network span the length and breadth of the country.

Job Profile:

Responsible for handling **Services Marketing Team** for **Applicator Management** and conducting various **Demand Generation Activity** for **Business Development**

Empanelment of Painting Contractors from retail dealer network based on territory requirements and arranging **Application Training** for them to use Dulux Brand in market

Conducting **Promotional Activities** to boost up sales (Painters Meets, design training at Depot / Shops etc.) and active participation in **New Product Launches**

Maintaining **Contractor Database** and running **Intervention Schemes** and **Applicator Loyalty Program (Colour Guru)** to make Applicators Panel loyal to Dulux Brand and **Reward Settlement** to Eligible ones

Rendering **Customer Service** to end customers for painting system recommendation, colour consultancy, complaint handling, specification etc. (focusing small sites) and sharing feedback to Technical Team

Responsible for **Training, Trials of New Product, developing and mentoring Sales Team** along with individual member accountability

Responsible for **Secondary Sales** of decorative paints in selected Retail Dealers to **augment Primary Sales** and supporting **Professional Painting Service (PPS)** through **Dulux Decorator Centre (DDC)**.

Job Achievements:

Awarded “National Runner Up (PPS Value) - 2015” in National Sales Conference

Successfully set up Developer Program (Secondary Sales Team)

❖ Past Organisation:

Worked as **Officer – Home Solutions** for **M/s. Asian Paints Limited** in Kolkata (June 2005 – July 2011).

Organisation Profile:

Asian Paints is India's leading paint company with an enviable reputation in the corporate world for professionalism, fast track growth and building shareholder equity. It operates in 16 countries and has 26 paint manufacturing facilities in the world, servicing consumers in over 65 countries.

Job Profile:

Responsible for **overall services marketing** of Home Solutions service offerings, which include: **Understanding customer needs** for painting requirements / **Monitoring service delivery parameters** by conducting Quality Audits / **Ensuring Customer Delight** by upgrading service delivery based on customer feedback / **Streamlining the process** across all units operating in India

Active involvement in **new product launches** with training / trials, especially **Decorative Special Finishes** (like Royale PLAY range of Texture Finish, Faux Finish, Marble Finish, Glow & Chalkboard Paint etc.)

Active participation in **Promotional Activities** to boost up sales

Empanelment of painting Contractors from retail dealer network based on territory requirements

Responsible for **Training, developing and mentoring Sales Team** along with individual member accountability

Responsible for **Training paint-applicators** for product knowledge and right application procedure

Rendering **Technical Service** to customers for painting system recommendation and complaints

In-house HR Training:

Underwent 3 different training programs on **Customer Service Orientation**, conducted by external management consultants in coordination with HR Department, aimed at customer handling, models of customer satisfaction, communication skills and different aspects of customer delight.

Job Achievements:

Successful in increasing Top-2-Box Score and reducing Bottom-2-Box Score of Customer Satisfaction Score for Kolkata Unit for consecutive years with reduction in Application Related Complaints.

Contributed in making APHS Kolkata 'All India Champions' in 2006 and 'Runners Up' in 2007.

Successful in achieving highest Customer Satisfaction Score in Kolkata in 2006.

Successfully launched 'Painters Academy', a 5-day Training Program for paint applicators, jointly with Indian Paint Research Centre in Kolkata.

Actively involved in Special Finish launches (like Royale PLAY, Wall Fashion, Stucco, Kids Range) and promotional activities to achieve desired growth.

Revamped Hyderabad Unit in both Value and Volume sale, in a short span, by increasing Customer Satisfaction Score and motivating sales team.

❖ Past Organisation:

Worked as **Techno-Commercial Executive** for **M/s. United Inks & Varnish Co. Pvt. Ltd, Kolkata** (Jan - May 2005).

Organisation Profile:

United Inks & Varnish Co. Pvt. Ltd. is a Mumbai based company in the field of Printing Inks with mainly two business areas of Paste Ink and Speciality Chemicals Divisions and marketing all over India.

Job Profile:

Business Development and Product Promotion of Printing Inks

Handling Dealer Network and rendering **Technical Service** to customers.

Job Achievements:

Successfully increased company's business by opening new dealers and establishing distribution.

Successfully expanded volume sale of ECOPAL FOUNT, an isopropyl alcohol substitute, in Kolkata market.

❖ Past Organisation:

Worked in **Techno - Commercial Service** for **M/s. SICPA India Limited, Kolkata** (Mar - Dec 2004)

Organisation Profile:

SICPA, a Switzerland based Global Group, is specialized in Security Printing Inks and Commercial Printing Inks, along with strong marketing focus to deliver Global Quality Printing Inks at local doorsteps.

Job Profile:

Customer Development by introducing new products and taking trials

Rendering **Technical Service** to customers

Job Achievements:

Successfully set up a local **Color Matching Centre** in Kolkata to cater to the market need for **Spot Colors** in Paste Ink, which is widely accepted by the customers and contributed in growth of the business.

❖ Past Organisation:

Worked as **Junior Executive – Technical** for **M/s. Jenson & Nicholson India Limited, Kolkata** (Aug 2001-Feb 2004).

Organisation Profile:

J&N, a reliable name in paint industry, is a paint major manufacturing both water based and solvent based paints. The products range from water borne acrylic emulsion based interior and exterior paints to solvent borne enamel paint, along with allied chemicals.

Job Profile:

Quality Control & Testing of Decorative Paints and handling **Base Colorant Tinting System**

EDUCATIONAL QUALIFICATIONS

EXAMINATION	BOARD / UNIVERSITY	SUBJECTS	YEAR	MARKS OBTAINED	DIVN. / CLASS
B. Tech.	Calcutta University	Polymer Science & Technology	2001	78.5%	I
B.Sc. (Hons)	Calcutta University	Chemistry	1998	61.8%	I
Higher Secondary	W.B.C.H.S.E.	BNGA, ENGB, PHYS, CHEM, MATH, BIOS.	1995	74.5%	I
Madhyamik	W.B.B.S.E.	Usual subjects	1993	81.4%	I

MANAGEMENT APTITUDE : Completed 1 year “**Executive Program for Young Professional**” from **Indian Institute of Management Calcutta, Joka**, the emphasis being on the orientation towards the core business functions with ‘**Marketing**’ as Major.

IN-PLANT TRAINING : Underwent 8-week In-Plant Training at **Birla Tyres, Balasore Works, Orissa** in Sept-Oct’2000 in partial fulfilment of B. Tech. in Polymer Sc. & Tech.

COMPUTER PROFICIENCY : Completed Diploma in Computer Programming and Applications from **Tata Infotech Ltd., (TULEC)**.

PERSONAL INFORMATION

Name : **Santanu Dutta**
Date of Birth : 10.10.1976
Father's Name : Sri Probal Dutta
Marital Status : Married
Passport No. : J 871403 dt. 22.09.2011 to 21.09.2021 (Kolkata)
Blood Group : A (+ve)
Languages known : English, Hindi and Bengali.

EXTRA CURRICULUM ACTIVITIES

Active participation in Cultural Programs in School, College and University levels.

(SANTANU DUTTA)

Date:

Place: