

CURRICULAM VITAE



Personal Information

Name Ghodke, Sandeep Bhimrao
Address Moreshwar Dham Co-op Society, Flat no.304, A wing, Kamothe, Navi Mumbai , Maharashtra- 410209
Telephone +91 7900109496
Email ghodke.sandeep@gmail.com, gghodke.ssandeep@gmail.com
Nationality Indian
Date of Birth and Place 6. March 1980, Mumbai (India)
Gender Male
Marital Status Married

Academic Background

Period July 2004 to October 2006
Degree of Qualification Master of Business Administration (MBA) – Sales
University name Pune University, India
Main Subjects Business Administration and Marketing

Period April 1999 to June 2002
Degree of Qualification Bachelor of Commerce
University name Mumbai University, India
Main Subjects Marketing and Accounts

Industrial Experience

Total Experience

Employer Name **12 Years Channel sales work experience in India and Middle East
Saud Bahwan LLC, Muscat, Sultanate of Oman**
Period Since January 2017 To May 2020
Position/Department Manager – Sales

Responsibilities

- Responsible for TBR & PCR Division.
- Implements overall sales strategy of assigned dealers and areas.
- Managing and taking care of the primary sales.
- Region wise Fleets & Dealers mapping in each program category and Sell-out Analysis.
- Planning the sales operations and promotional strategy for the region as per sales forecast.
- Responsible for achievement of the quantitative sales objectives
- Appointment of new Fleets & dealers and increasing market share of existing dealers
- Responsible for After sales market and set & achieve the target through Fleets & dealers
- Responsible of MIS and data management.
- Responsible for educating technical training & Support to Fleets, dealers and their staff.
- Introduced promotional activities in assigned area for achieving volume and value of dealers
- Coordination with depots & Regional Distribution Centre for material arrangement

Employer Name	Exide Industries Ltd. Pune, Maharashtra, India
Period	October 2015 to August 2016
Position/Department	Area Manager - Sales, Sales and Marketing
Responsibilities	<ul style="list-style-type: none">• Responsible for achievement of the quantitative sales objectives• Team development & Performance assessments• Managing the team of 12 persons and taking care of their primary and secondary sales of 21 districts.• Responsible for Performance Measurement and development objectives of sales teams• Responsible for doing Marketing Activities for all the dealers• Motivating the distributors & dealers to increase sales and revenue for company• Planning & Implementing BTL Activity in defined Territory.• Find out the competitors activities and study their strategies• Organize Technical Service Training Programs for Dealers & their employees• Introduce new promotional activities for end users, distributors & dealers to improve sales• To organize free service campaign through Technicians for customers• Responsible of MIS and data management.• Set the target of distributors and dealers, achieving individual target• Appoint and grow the Distributors and dealers• Maintain the stock of entire territory

Employer Name	J K Tire and Industries Ltd. Mumbai, Maharashtra, India
Period	March 2014 to October 2015
Position/Department	Senior Sales & Service Manager, Sales and Marketing
Responsibilities	<ul style="list-style-type: none">• Responsible for the Truck & Buses Tire sales & service of Navi Mumbai, Thane, Nasik & Dhulia.• Setting target for dealers, achieving the target of individual and Team of 8 of assigned areas.• Implements overall sales strategy of assigned dealers and areas• Developed and increase the market share in the fleet and Dealer segment.• Coordination with Depots & Regional Distribution Centre for material arrangement• Responsible for appointing the fleets and dealers• Sales Training given to the Dealers sales staffs• Train the end-users drivers and mechanics how to check the Tires and maintain the proper Tire life• Responsible of MIS and data management.• Conduct the End user seminar• Tracking the end users Tire mileage• Damage handling training given to dealers and end users staff

Employer Name Period Position/Department Responsibilities	Michelin India Tires Pvt Ltd. Mumbai, India January 2009 to January 2013 Fleet Accounts Manager, Sales and Marketing <ul style="list-style-type: none"> • Responsible for appoint and grow the Fleets and dealers of Mumbai ,thane, Navi Mumbai, Raigard, Nasik, Dhulia and Aurangabad with the team of 5 Persons. • Responsible for achievement of the quantitative sales objectives. • Setting target for dealers, achieving individual targets • Organize Technical Service Training Programs for Dealers & their employees • Developed and increase the market share in the fleets and in dealer segment. • Conceptualized and implemented a comprehensive Driver/Fleet Safety Programs • Responsible for the sales growth of the 11 dealers in the assign territory. • Motivating the dealers to increase sales and revenue for company • Sales Training given to the Dealers sales Staffs • Train the end user drivers and mechanics how to check the tires and maintain the proper tire life
Employer Name Period Position/Department Responsibilities	Asian Paints Ltd. Mumbai, India April 2007 to February 2008 Sales Officer – Sales and Marketing <ul style="list-style-type: none"> • Driving sales strategies (network expansion & business development) • To ensure achievement of sales volume , while maintaining credit policy • Sales planning (month as well as seasonality) • Coordination with Depots & Regional Distribution Centre for material arrangement • Planning & executing Sales activities • Tracking on competitors activities • Adding promotional activities, in seminar and trade fair, exhibition Etc • Devising monthly/ Quarterly/annual sales targets and achieving them in a given time frame • Timely submission of prescribed reports to management
Other Activities Trainings and Projects	<ul style="list-style-type: none"> • Completed 2 months training with MICHELIN TIRES on (Road Staff Training) Radial Tier Technology / On Commercial as well as Technical Skill in Delhi. • Attended 3 days Training program on “QTB ” – In Chennai by MICHELIN Tires • Completed 6 Days Advance Training with Michelin Tyres on Damage Tyres Examination or Handle Claims/Claim Policy • Summer Training – “Sales Fundamental “ Conducted by GODREJ Consumer Product LTD

Achievements	<ul style="list-style-type: none"> • Winner in 2 months Road Staff Training conducted by Michelin in Delhi. • Appointed First MTSC (Michelin Truck Service Centre) in Mumbai • Recognized for collecting highest "Testimonials" in the Maharashtra State in 2011 at Michelin. • Appointed and converted in to the biggest dealer in Michelin. • Converted 100%, 4 Fleets (Fleet Size 300 Trucks) in to Michelin Radial Tire • Converted 90%, 7 Fleets (Fleet Size 500 Trucks) in to J K Radial Tire • Converted biggest Competitor Distributor in to EXIDE Batteries • Effectively Managed almost all key accounts in Maharashtra region (21 Districts) in Exide Batteries Ltd • Appointed and converted in to the biggest distributor in EXIDE • Appointed 6 Biggest dealers and consistently grow market in SAUD BAHWAN LLC • Almost doubled the sales at Saud Bahwan LLC in the year 2017 & 2018 of my territory.
Language Skill	<ul style="list-style-type: none"> • German (Beginner - A1), English(Fluent), Hindi (National Language), Marathi (Mother Tongue)
Social and Professional Skills	Self Motivated, Good Leadership, Negotiating Skill, Listening and Communication, Repo Building, Decision Making
Driving Licence	Middle East and Indian Driving Licence

Mumbai, India

06.12.2021



Place

Date

Signature