

SANJAY CHATTERJEE

Senior Sales & Marketing Professional

Strategy Planning | P&L Management | Marketing Communications | Business Operations

Expertise in blending creative intellect / insight and sharp planning skills for managing business operations and meeting top / bottom-line objectives.

Overcoming complex business challenges and making high-stake decisions using experience-backed judgment, strong work ethic and irreproachable integrity.

✉ sanjaychatterjee1970@gmail.com

☎ +91 9871099883



CORE COMPETENCIES



SOFT SKILLS



PROFILE SUMMARY

- 🔴 **Energetic & Enthusiastic Leader** offering over 2 decades of rich combined expertise in **After Market Sales, Original Equipment Sales, Car Dealer Channel and After Sales Service, Logistics (imports & Secondary distribution) across Automotive & Tyre sector**
- 🔴 Conceptualized & developed **new business strategies** which led to an increase in turnover & profitability of the organization; acquired **0 to 1million sales from 2007-2018 and continued**
- 🔴 Proven track record of devising **go-to-market strategies** that have elevated brands position, forging **strategic alliances, driving revenue and growing profits** in competitive markets
- 🔴 **Initiated Original OE Business with Mercedes Benz** in 2016, **Honda Business** in 2019, also got the **First Business with Maruti Suzuki** in 2019, **Toyota After Market Business** since 2011, **Mercedes Benz after Market Business** since 2017 and **Honda after Market Business** from July
- 🔴 Expertise in **development & implementation of promotion plans and communication for brands**
- 🔴 Proficient in heading the **Profit Centric Operations** along with managing **strategic relationships, market analysis & expansion, and competency development**
- 🔴 Excellent track record of **managing P&L for business divisions**; leveraged key analysis, insights & team approach to drive organizational improvements and implementation of best practices in **sales & marketing**
- 🔴 Capabilities in all aspects of **key account management** including customer segmentation, product positioning & sales cycle management
- 🔴 **Team-based management style coupled with the zeal to drive visions into reality** and achieve the same through mentoring, training and career planning of team members



CAREER TIMELINE





WORK EXPERIENCE

Apr'07-Oct'20 with Yokohama India Private Limited, Gurugram as HOD - Sales & Marketing Division

World No-8 Tyre Manufacturer, 100 Year group

Growth Path:

Apr'07-Mar'11 – National Sales Manager (started as first employee)

Apr'11-Mar'15 – General Manager

Apr'15-Mar'18 – Chief General Manager

Apr'18-Jul'20 - HOD Sales & Marketing Division

Aug'20-Oct'20 – Head of Distribution – Dealer Development & Management

Key Result Areas:

- 🔗 Spearheaded **Business Operations, P&L Management, Sales Administration, Marketing Activities and Strategy Planning** across the country with a team size of 104 professionals in Sales & Marketing Division
- 🔗 Developed the **Yokohama brand identity, brand idea and brand values**
- 🔗 Led product planning, marketing activities, ATL & BTL activities, premium channel development and penetration & extraction for SOM with distribution Plan
- 🔗 Developed & implemented **innovative marketing strategies** that increase **product awareness, customer acquisition, market share, penetration and revenue**
- 🔗 Formulated, developed and implemented **yearly business strategies** to ensure attainment of revenue goals and profitable sell-through; coordinated with **Automotive Industry Pillars SIAM, ATMA, BIS** (Part of ATMA MCM)
- 🔗 Drove business and ensured **sustainable growth, focusing on achieving /surpassing sales targets**; expanded business reach and created new sales / leads opportunities; developed & increased **Yokohama as strong Brand in Indian Market** by leading ATL & BTL activities
- 🔗 Performed **monthly sales forecasting and competitive analysis** for determining accurate performance levels and needs for growing the current and additional vertical markets and product categories
- 🔗 Monitored **end-to-end OE sales** across **Mercedes, Honda, Toyota and Maruti** also follow up with other **OEMs for RFQ**
- 🔗 Effectively **communicated with cross-functional departments** including Marketing & Sales Planning, After Market Sales, Original Equipment Sales, Car Dealer Channel and After Sales Service, Logistics (imports & Secondary distribution)
- 🔗 **Restructured operations and introduced important measures** to bring in productivity which include strategic partner alliances for business processes and team re-organization
- 🔗 **Recruited & trained the team** to ensure high efficiency, created & sustained a dynamic environment that fosters development opportunities and motivates high performance amongst the team

Highlights:

- 🔗 Augmented **sales from scratch** in 2007 to **1 Million** in 2018 and still continued in Replacement Market
- 🔗 Built **Yokohama brand as a Premium Brand in India** among Passenger Car Tyres and most preferred brand for motor enthusiast, 2000 Retailers and 200 YCN stores
- 🔗 Led the **successful launch of Indian Factory** in 2015 with **48% sales growth** in 2016 with product Mix of Made in India tyres and Imports



PREVIOUS EXPERIENCE

Jul'04-Mar'07 with Bridgestone India Private limited, Delhi as Regional Sales Manager

~ Sales Planning & Implementation, Team Management, Credit Control & Monitoring, Revenue Enhancement ~

Highlights:

- 🔗 Acted as Regional Head North Central covering 4 states - Delhi/NCR, Haryana, Uttar Pradesh and Uttaranchal
- 🔗 Ensured effective credit control; corrected the entire North Central Market with-in Credit Policy
- 🔗 Augmented Market Share from 15% to 20% with a professional team of 25 Sales Professionals

Jun'03-Jun'04 with Akai Consumer Electronics India Limited (Videocon Group), Delhi as Business Manager

~ Target Management & Accomplishment, Dealer Management, Sales Management, Trading Schemes ~

Highlight:

- 🔗 Ensured effective communications of schemes to trade and implemented the same as per market requirement

Aug'94-Apr'03 with MRF Limited, Gujarat, Maharashtra, Haryana & Madhya Pradesh as District Manager

Growth Path: Sales Supervisor in 1994 | Senior Sales Supervisor in 1996 | Sales Officer in 1998 | Technical Service Engineer in 1998 | Sales Executive in 2000 | Assistant District Manager in 2002

~ Target Accomplishment & Distribution, Campaign & BTL Activities, Key Account Management, Service Engineering ~

Highlights:

- 🔗 Served as **Key Account Manager OE business RFQ** and ensured delivery and business follow up with clients like TATA Motors, Bajaj Auto, Escorts, Eicher, JCB
- 🔗 **Developed Pune market** and got it acknowledged as **one of the Top market in India**
- 🔗 Recognized as **Best Sales Staff for selling Premium Truck Tyre – Super Lug 50** in Gujarat

🌀 **Restarted OE Business** with Telco (Now TATA Motors) and part starting Passenger Car Business with TATA Indica model

EDUCATION & CREDETIALS

1994

PGDBA/MBA from Institute of Productivity and Management, Lucknow

1993

M.Com. from University of Lucknow

TRAININGS & CERTIFICATIONS

- 🌀 Part of **various motorsports activities in India** like Indian National Rally Championship, Himalayan Rally and so on
- 🌀 **Tyre Manufacturing & Technical Certified Engineer** – MRF Ltd. Chennai
- 🌀 **Tyre Technical Tyre Adjuster** – Yokohama Rubber Company Japan
- 🌀 Attended **Motivating training by Shiv Kheda**
- 🌀 **Management Training Japanese way** by Japan Trainer Mr Motofumi Arakami
- 🌀 **ISO 9001** – 2009 & 2015
- 🌀 Attended **Global Seminars & Meets** in Yokohama group. Between 2007 & 2019
- 🌀 **Microsoft Excel, Power Point & Word**
- 🌀 **Sales SRM** – Microsoft Navision & Yokohama Global Incompus (GC)
- 🌀 **HR Software** – Adrenalin

PERSONAL DETAILS

Date of Birth: 8th May 1970

Languages Known: Bangla, Hindi and English

Address: Flat Number 137, Krishi Apartment Block Vikaspuri, New Delhi - 110018