



SATISH SUDHAKAR UBALE

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In quest of challenging opportunities in Sales & Marketing / Business Development with a leading organization

Abridgement

⇒ A competent professional **with 26 + years of rich experience** in Industrial Sales & Marketing, New Account Management and Business Development thru the dealer and distributors.

Employment Recitation

Presently working with M/s AGEP India Pvt Ltd. As a Sales Director (Director cum Partner) for High Performance coatings, Paints, PAN India from June-22 based out of Pune. Majorly handling process Industries like Steel, Cement, Power, Refineries, Coatings, MRO & Distribution business. (B2B & B2C sale)

A leading organization in protective coating business, where in they are leading in Asia pacific for special paint products. Also has solution for water and food industries, technology from Japan.

Responsibilities:

- ⇒ Accountable for the development of profitable sales in defined customer base in India,
- ⇒ Executing techno commercial work in the assigned area on an individual basis and thru the local partners.
- ⇒ Leading a team of 1 RSM, 1 BDM and 4 Engineers of AGEP and group company and distributors to maximize the market share.
- ⇒ Interacting with customers to make correct product choice as per the requirement or problem in the plant.
- ⇒ Promotion of paints, floor coating, construction chemicals, Adhesives and sealants, industrial cleaners.
- ⇒ Imparted training to DSE / SE for various applications.
- ⇒ Responsible for New Product development, Business rolls out plan down the line.
- ⇒ Responsible for Raw Material planning, maintaining proper stock of the products,
- ⇒ Responsible for development of dealer & distributor network, region wise.
- ⇒ Quality sales call by sales team, Group selling activities at the customers.
- ⇒ Responsible for overall growth of the group companies, leads generation and sharing.
- ⇒ Responsible to maintain Top line and bottom line of the business.

Attainments:

- ⇒ Organizing seminars at various levels to introduce the products & services along with local SE.
- ⇒ Coaching teammates about improvement of selling skills and strategic planning.

Worked with Chembond Chemicals Ltd. As a Business Head Adhesive, High Performance coatings and MRO, PAN India from Jan 2019 to June-2022 based out of Mumbai. Majorly handling OEMs, Coatings, MRO & Distribution business. (B2B & B2C sale)

A leading organization in Adhesive and protective coating business, where in they are leading in Asia pacific for speciality chemical products. Also has solution for MRO industries like Steel, Cement, Power and Mining.

Responsibilities:

- ⇒ Accountable for the development of profitable sales in defined customer base in India,

- ⇔ Executing techno commercial work in the assigned area on an individual basis.
- ⇔ Leading a team of 8 RSM, 2 BDM and 21 Engineers of Chembond and distributors to maximize the market share.
- ⇔ Interacting with customers to make correct product choice as per the requirement or problem in Machine.
- ⇔ Promotion of paints, floor coating, construction chemicals, Adhesives and sealants, industrial cleaners.
- ⇔ Imparted training to DSE / SE for various applications.
- ⇔ Responsible for New Product development, Business rolls out plan down the line.
- ⇔ Responsible for Raw Material planning, maintaining proper stock of the products,
- ⇔ Responsible for development of dealer & distributor network, region wise.
- ⇔ Quality sales call by sales team, Group selling activities at the customers.
- ⇔ Getting an ARC with key accounts like Aditya Birla, RIL, Holcim, etc.
- ⇔ Responsible to maintain Top line and bottom line of the business.

Attainments:

- ⇔ Organizing seminars at various levels to introduce the products & services along with local SE.
- ⇔ Coaching teammates about improvement of selling skills and strategic planning.

- ⇔ **Ms. Pidilite Industries Ltd.** As a National Sales Manager, PAN India operations, B2B & B2C sales
- ⇔ From April 2014 to Jan 2019.
- ⇔ Accountable for the development of profitable sales in defined customer base in India and Bangladesh.
- ⇔ Executing techno commercial work in the assigned area on an individual basis.
- ⇔ Leading a team of 4 RSM and 14 Engineers of Pidilite and distributors to maximize the market share.
- ⇔ Interacting with customers to make correct product choice as per the requirement or problem in Machine.
- ⇔ Imparted training to DSE / SE for various applications.
- ⇔ Responsible for New Product development, Business rolls out plan down the line.

- ⇔ Responsible for Raw Material planning, maintaining proper stock of the products,
- ⇔ Responsible for MRO product portfolio development and Floor coating business.
- ⇔ Quality sales call by sales team, Group selling activities at the customers.

Attainments:

- ⇔ Organizing seminars at various levels to introduce the products & services along with local SE.
- ⇔ Coaching teammates about improvement of selling skills and strategic planning.

Core Strengths

Sound Industrial Knowledge of Railways, Steel, Cement, Power, OEMs & MRO industries.

Completed Value selling, Negotiation Skills Training. Attended Leadership development workshops.

Strategic Planning	Business Development	Key Account Management
Market Analysis & Research	Client Relationship Management	Channel Management

Functional Skills

- ⇔ Developing relationships with key decision makers in target organizations for business development.
- ⇔ Identifying prospective clients from various sectors, generating business from the existing, thereby achieving business targets. Evolving market segmentation & penetration strategies to achieve targets.
- ⇔ Managing customer centric operations and ensuring customer satisfaction by achieving delivery & service quality norms.
- ⇔ Managing business of INR 100 million
- ⇔ Managing Team of 4 Regional Managers and 14 Engineers reporting to me.
- ⇔ Attending to clients' complaints and undertaking steps for effectively resolving them. Interacting with the customers to gather their feedback regarding product satisfaction.
- ⇔ Recognizing & establishing financially strong and reliable channel partners for deeper market penetration; providing training & direction for ensuring quality performance.
- ⇔ SAP knowledge for contact management, activity management, forecasting and channel management.
- ⇔ Dealing with dealers and key decision makers in target accounts to analyze the points thereby recommending solution, offering to solve the business problems of the prospect.

Since Oct'06 to March 2014 with Henkel Adhesive Technologies, Mumbai, (German MNC) as Territory sales Manager

A leading company in major industrial sectors like steel, cement, power, mining, etc., with its head quarters at Germany. Manufacturing around 8000 various Adhesives & Surface treatment products, Floor Repair & Grouting Epoxies for maintenance with a share of 62% in the same segment.

Responsibilities:

- ⇔ Accountable for the development of profitable sales in defined customer base in EAST India and Bangladesh.
- ⇔ Executing techno commercial work in the assigned area on an individual basis.
- ⇔ Leading a team of 10 Engineers of Henkel and distributors to maximize the market share.
- ⇔ Interacting with customers to make correct product choice as per the requirement or problem in Machine.
- ⇔ Imparted training on DSE for various applications.
- ⇔ Managed international business of Bangladesh with total business more than INR 5 Million.

Attainments:

- ⇔ Organizing seminars at various levels to introduce the products & services.
- ⇔ Coaching teammates about improvement of selling skills and strategic planning.
- ⇔ Received Best employee of the year 2010, for highest percentage of growth in a single financial year.
- ⇔ Awarded with the Remarkable Achiever Award for three times.

**Apr'02-Oct'06 with Larsen & Toubro Ltd.,
(Welding product business) as a Senior Sales Engineer**

Responsibilities:

- ⇔ Worked on the development of various applications to generate new business.
- ⇔ Imparted training on DSE for various applications.
- ⇔ Looked after area of Aurangabad, Western Maharashtra.

Attainments:

- ⇔ Awarded with the Remarkable Achiever Award for two times.

Apr'99-Mar'02 with K.K. Pulverizing, Nagpur as Marketing Executive

Manufacturer of various coal and pitch based foundry chemicals

Responsibilities

- ⇔ Created quotations for inquiries generated from the clients.
- ⇔ Guided sales people to assure customers for services, also in finalization of material forecasting for organization.
- ⇔ Assigned areas were entire Maharashtra, Gujarat, Tamil Nadu, AP & part of Madhya Pradesh.

Aug'96-Apr'99 with Bajaj Dhatu Udyog, Nagpur as Shift In-Charge

Fully automated Green Sand foundry for manufacturing of automobiles castings. Started in 1995 & having major customer for SG Iron castings was M&M, Kalyani, Leyland & TATA

Responsibilities:

- ⇔ Managed the sand plant in shift with minimum 12 labors in shift.
- ⇔ Guiding lab team for setting quality standards.
- ⇔ Maintained proper manufacturing of green sand for molding.
- ⇔ Dexterously worked on achieving the production targets.

Academic Credentials

- ⇔ Diploma in Metallurgical Engineering from Government Polytechnic, Nagpur, in 1996 with 67.81%.

Executive MBA (Sales & Distribution and Industrial Marketing) from , IIBMS Mumbai, s in 'A' grade in YY' with 70 %. Part Time.

Date of Birth: 16th July 1977

Permanent Address: Flat No C-903, Blue Springs CHS, Near Telco Colony, Ambegaon, Pune, Maharashtra-411046

IT Skills

- ⇔ Well versed with MS Office (Word, Excel and PowerPoint).
- ⇔ Conversant with Lotus Notes, MS Office

Personal Dossier

Present Address: Flat No C-903, Blue Springs CHS, Near Telco Colony, Ambegaon, Pune, Maharashtra 411046

Languages Known: English, Hindi and Marathi

Date : July-23