



SAURABH GUPTA

Result-oriented professional with a proven record of achievement in conceiving & implementing effective ideas. Targeting senior level assignments in **Industrial Sales & Marketing / Business Development** with a reputed organization.

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Skills :

Industrial Sales & Marketing

Welding Electrodes/ Epoxy/ Floor Coating/ MRO/ Putties

Paint/Coating/Metal Protection/ Aerosols/Lubricants

Dealer / Distributor Management Team Management

Entrance Automation & Loading Bay Equipment

Key Area – Automobile/ Cement /Manufacturing Units / Power Plants/Pharma/ Food/Refinery/ Sugar Industry

Work Execution – On site/Offload



Profile Summary :

- ❖ **Dynamic career of 13 years** that reflects rich experience and year-on-year success in **Industrial Sales & Marketing, Business Development, Mechanical Maintenance and Technical Support.**
- Leading key business initiatives & strategies to meet changing customer needs / expectations, thereby resulting into high level of customer satisfaction and increase in market share, sales volume & added bottom line
- Developing & maintaining financially strong & reliable channel partners, key accounts, dealers, sub-ordinates & opinion leaders in **Delhi, Haryana, Madhya Pradesh, Rajasthan & Punjab** thereby assisting their network to meet the business needs
- ❖ Directed **cross-functional & cultural teams** using interactive & motivational leadership, acknowledged for leading, coaching & mentoring team members to achieve resource wise optimization
- ❖ Track record of establishing **processes & SOPs**, streamlining workflow and creating work environment to optimize resource & capacity utilization and escalate productivity & operational efficiencies
- ❖ A forward thinking person with **strong communication, analytical & organizational** skills, well organized with a track record that demonstrates self-motivation & creativity to achieve corporate & personal goals

Additional Skills :

Corporate Exhibitions

Event Management & Product Promotion



Career Timeline :

- ❖ Since October 2021 to till date – **Gandhi Automation Pvt Ltd**
- ❖ Since June 2019 to September 2021 – **Stanvac Chemicals**
- ❖ Since June 2009 to June 2019 – **D&H Secheron Electrodes Pvt Ltd**



Education :

- ❖ **B.Tech. in Mechanical Engineering** from Sharda Group of College (UPTU), Agra in 2009
- ❖ 12th from CBSE Board in 2004
- ❖ 10th from U.P. Board in 2002

Work Experience :

1. Since October 2021 to Till Date : Gandhi Automations P Ltd.

Designation: Senior Manager North- Sales & Marketing

Present Posting : Delhi

Role & Responsibility : (Sales & Marketing - Delhi/ Haryana)

- ❖ Business Development in assign territory for Entrance Automation and Loading Bay Equipment.
- ❖ Track upcoming projects in region and start Pitching.
- ❖ Retain existing customers by providing solutions for their customized requirement.
- ❖ Analyses competitor's Product and marketing moves to fine tune on strategy.
- ❖ Formulate business development strategies to develop business in the assigned region.

2. Since June 2019 to September 2021 : Stanvac Chemicals India Ltd.

Designation: Regional Manager

Posting : Delhi

Role & Responsibility : (Sales & Marketing - Delhi/ Haryana /Punjab)

- ❖ Business Development in assign territory for Products : Metal Protection Coatings , Floor Coating , Paints, Special Purpose Welding Electrodes , Aerosols , Lubricants & Grease, Putties, Electrical Coatings. (MRO)
- ❖ Building distribution network with reliable dealers & stockiest; appointing them in non-performing areas, developing infrastructure for new channels and optimizing their performance levels.
- ❖ Manage and lead the team – through meetings, assign task , proper planning and documentation .
- ❖ Responsible for Profitability of business with lesser failure .
- ❖ Conducting Brand Promotions Activities for better reliability.
- ❖ Mange supply chain management and on time product delivery.
- ❖ Technical support to customer/ Demo as per requirement or during product promotions .

3. Since June 2009 to June 2019 : D&H Secheron Electrodes Pvt. Ltd.

Designation: Area Sales Manager

Posting : Jaipur -Rajasthan & MP

Growth Path / Assignments Handled:

Jun'09-2010: Graduate Engineering Trainee

2010-2013: Sales Engineer

2013-2015: Sr. Engineer – Technical

2015-2017: Asst. Manager – Rajasthan

2017-2019: Area Manager – Madhya Pradesh

Role & Responsibility : (Sales & Marketing –Rajasthan & MP)

- ❖ Devising & effectuating go-to-market strategy and introducing products to win mutually beneficial deal; pioneering business development activities to enhance revenue by identifying market opportunities
- ❖ Motivate team members and Create an inspiring team environment with an open communication culture.
- ❖ Building distribution network with reliable dealers & stockiest; appointing them in non-performing areas, developing infrastructure for new channels and optimizing their performance levels
- ❖ Rendering technical support to customers (cement, power, mining, forging & automotive) regarding welding and wear protection solutions

- ❖ Handling govt. tenders for the large renowned organizations like NTPC, Railways, L&T, BHEL, etc.
- ❖ Executing maintenance job work (onsite & off-load basis) of cement & power plants
- ❖ Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored market segments & customer groups using market segmentation & penetration strategies
- ❖ Performing statistical analysis and sales forecasting & planning in basis of area wise budget to determine potential growth; designing performance goals and checking the performance on a regular basis
- ❖ Visiting target market clients to study the client's requirements & create the detailed proposal / presentation of products; interacting with industrial customers to raise awareness on company products
- ❖ Spearheading all activities related to feasibility studies, enquiry generations, techno-commercial discussions, tendering, order execution, annual rate contracts and approvals
- ❖ Conducting opportunity analysis as per market trends & managing product promotions & positioning to face counter-competition; collecting valuable data about competitors' claim to fame strength, weaknesses, distribution, pricing & other strategies
- ❖ Identifying profitable orders / contracts throughout the country by identifying, strategizing & working towards the goal of winning the project; monitoring the project from planning to execution.

Trainings & Projects :

- ❖ "Pack Size" Project at Maruti Suzuki India Ltd., Gurgaon. (2007)
- ❖ 45 days training at 509 Army Base Workshop, Agra. (2008)

Additional Education :

- ❖ PG Diploma (PGDEM) in Event Management from NAEMD, Jaipur (Part Time)

IT Skills :

- ❖ MS Office & Internet Applications .

Personal Details :

Date of Birth: 11th May 1988

Marital Status : Married

Father's Name : Shri Krishan Gupta

Languages Known: English and Hindi

Present Address: Rohini, Delhi