

Curriculum Vitae

Md.Shaqueeb

D.O.B: 28TH –February-1988

Mobile No: +91 9905588855

E-mail: shaqueeb786@gmail.com

Skype: shaqueeb786

Business Development & Channel Sales

An out-of-the-box thinker with **11 years** of experience in channel sales, marketing communications, Business/Channel development. Demonstrated expertise in putting in innovative ideas & execution by various means of business development activities. Capable of maintaining cordial interpersonal relationship with stakeholders, ensuring customer satisfaction and business retention.

CORE COMPETENCIES

- **Team Handling of Bihar and Jharkhand Territory**
- **Territory Mapping** to derive required output.
- **Primary & Secondary Sales forecast** basis ongoing market and industry trend along with contemporary tools for competition tracking & intelligence.
- **New Set up Developments** basis Identifying market and potential to it with a wise selection of Channel.
- **Competition intelligence** by constantly evaluating & analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- **Training & Motivation** to the team & ensuring adherence to the norms; reviewing month on month performance of sales team in the Zonal for reporting to management.
- **To design a BTL/ATL** mix to derive inquiries to aid sales by aligning and driving team for the assigned territory

CAREER Headway

- **Working as a Sr. Territory Manager (Product Incharge) at Usha International Ltd. (TISVA LIGHTING)**
- Growth Path:
- 16th-July'18-Till date. Sr.Territory Manager (PIC) – **Bihar & Jharkhand Region**
- **Accountabilities**
- Handling distribution & Decorative Boutique Business –Trade & Project for Utility & Home Decorative Division for Bihar & Jharkhand State as a Product-In-charge equivalent to Area Sales Manager in Lighting Division & Premium fans
- To appoint Exclusive Home Decorative Brand Boutique and Channel Network Direct Dealer (Utility Div.)
- Ensuring primary and secondary sales Plan
- Expanding and strengthening the distribution channel network-Trade & Projects
- Building market intelligence and monitoring competitor's strategy for Consumer & Decorative Division
- Research on consumer behavior/trend of Premium LED Lights segments- Lamp / Batten / Down Lighters/ Street Lights/ Panel Light/COB/ Chandeliers/Pendants/Wall Lights/Table Lamps/Floor Lamps/Ambient Lights/LED Spots/Landscape/Led Strips/Magnetic Track Lights/Smart control COB's
- New article launch plan and liquidation & placement
- Architect Meet/Dealer Meet/ Electrician Meet time to time for awareness of Designer & Consumer Lightings

Worked As A Deputy Manager (Grade: M3) With Karuna Greentech Pvt. Ltd. (Nordusk LED)

Growth Path:

20th-June'17- 10th-July'18

Deputy Manager (Grade: M3) – **Patna Entire** (Bihar)

Accountabilities

- Handling distribution channel-Trade in the given region
- Ensuring primary and secondary sales
- Preparing and achieving the assign sales target as per business plan
- Expanding and strengthening the distribution channel-Trade.
- Building market intelligence and monitoring competitor's strategy
- Research on consumer behavior/trend of LED Lights - Bulb / Tube / Down Lighter/ Street Light/ Panel Light
- Damaged control and ensuring FIFO implement at CFA/RS/Retail.
- New article launch plan and liquidation & placement
- Appointment and development of new dealer/distributor
- Training and development of Sales Officer/Executive and distributor's salesman

Worked as Senior Executive-Sales with Videocon Industries Ltd. (Kenstar)

Growth Path:

2nd-Feb'17- 19th-June'17

Senior Executive-Sales **Central Region** (Bihar)

Accountabilities

- Handling distribution channel-Trade in the given region
- Patna Entire, Jehanabad, Gaya, Aurangabad, Sasaram, Kaimur, Ara, Buxar, Nalanda, Nawada, Hajipur.
- Ensuring primary and secondary sales
- Preparing and achieving the assign sales target as per business plan
- Expanding and strengthening the distribution channel-Trade.
- Building market intelligence and monitoring competitor's strategy
- Research on consumer behavior/trend of SHA-Products / JMG / FP/ MVO/Oxy Fryer/Iron/ Induction Cook etc.
- Appointment and development of new distributor

Worked as Territory Sales Manager with SYSKA LED Lights Pvt. Ltd. (Lighting Division)

Growth Path:

16th-Sep'15- 31st -Jan'17

Territory Sales Manager- **Arrah Head Quarter** (Bihar)

Accountabilities

- Handling distribution channel-Trade in the given region
- Ensuring primary and secondary sales
- Preparing and achieving the assign sales target as per business plan
- Expanding and strengthening the distribution channel-Trade.
- Building market intelligence and monitoring competitor's strategy
- Research on consumer behavior/trend of LED Lights - Bulb / Tube / Down Lighter/ Street Light/ Panel Light
- Damaged control and ensuring FIFO implement at CFA/RS/Retail.
- New article launch plan and liquidation & placement
- Training and development of Sales Officer/Executive and distributor's salesman

Vodafone Spacetel Limited (March'15 –Sep'15)

Growth Path

12th-March'15 – 12th-Sep'15 Relationship Manager (Executive) (Prepaid-Gaya Zone, Bihar)

Relaxo Footwears Limited (Hawaii Division), Feb'12 – Jan'15

Growth Path:

07th-Feb'12- 07th-Apr'14 Senior Sales Representative- Arrah Head Quarter (Bihar)
09th-Apr'14- 31st-Jan'15 Senior Sales Representative- Deoghar Head Quarter (Jharkhand)

Accountabilities

- Handling distribution channel in the given region
- Ensuring primary and secondary sales

Significant Achievements:

- REACH EXPENSION: During my tenure with Relaxo (Hawaii), between 2012-14 doubled the reach through tapping Un Conventional Channel (like addition of Next-door Footwear shops) and in turn was able to give a jump of 110% in turnover.

ICICI Bank Ltd. (C-Service Branch Banking), Aug'10 – Aug'11

Growth Path:

2nd Aug'10- 24th Aug'11 Sales Officer – Patna Main Branch, Patna (Bihar)

Accountabilities:

- To open different types of savings account.
- To lead generate from branch banking & outsourcing.
- Ensuring proper follow up
- To handling customers problems & provide best services.
- To provide third party products i.e., FD, gold coin, instant credit cards

Reporting:

- Branch Sales Manager: Saving Account (Patna Main Branch)

Educational Credentials

- ✓ **Master of Business Administration** (Marketing 2008-2010) from R.P. Sharma Institute of Technology (under Magadh University, Bodh Gaya; approved by AICTE), Patna
- ✓ **Bachelor of Science (Botany Hons.** 2004-2007) from V.K.S University, Ara
- ✓ **Intermediate (Science)** from B.I.E.C, Patna in the year 2004
- ✓ **Matric** from B.S.E.B, Patna in the year 2002

PERSONAL PROFILE

Address: C/O- Md Shoaib, Model Colony, Gurgawan, Khagaul, Danapur, Patna-801105, Bihar

Marital Status: Single

Driving License: Yes

Passport: Yes

Languages: English, Hindi, Urdu

Place:

Date:

Md. Shaqueeb