

SHRIKANT VIJAYRAO CHITNIS

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CAREER OBJECTIVE

Professional with Master's degree in Marketing & Sales Experience in handling Distribution Network & Key Account with New Business Development activities seeking a position of Sales & Marketing Manager to implement innovative marketing strategies & utilize 17 years of experience.

PROFILE SKILLS

- Sales & Marketing Operations
- Channel Management & Strengthening
- Key Account Management
- New Business Development
- Brand Management
- Credit Control
- Critical Analysis of Sales, Strategy & Action Plan
- Training to Sales Team
- Relationship Management

AREA OF EXPERIENCE

- Managing sales & marketing functions with pre-analysis data, broad strategy and product wise strategy.
- Appointing dealer & distributor as per segment wise requirement
- Monitoring the performance of dealers / distributors with key emphasis on achieving segment wise target.
- Competitor analysis to understand their pricing & strategic move in market to increase our market share.
- Managing a portfolio of key accounts and for delivering client-focused solutions based on customer needs.
- New application with existing product line in term to increase sales & revenue through new business

PROFESSIONAL EXPERIENCE

The Supreme Industries Ltd, Mumbai

Assistant Manager-Sales, Apr 2021 – Till Date

Sr. Sales Executive, Apr 2014 – Mar 2021

Sales Executive, February 2008 – Mar 2014

Pon Pure Chem Pvt Ltd, Mumbai

Marketing Executive, November 2006 – February 2008

Indokem Ltd, Mumbai

Sales Officer, June 2003 – November 2006

EDUCATION

- B.Sc Chemistry from Mumbai University in Year 2002
- MS-CIT from MSBTE in Year 2002.
- PG Diploma in Textile Chemical Processing Technology from SASMIRA in Year 2003
- MBA Marketing from YCMOU in Year 2008

PERSONAL INFORMATION

- Birth Date:- 07 September 1982
- Status:- Married with one child
- Resi Add:- C-205, Mohar Pratima, Rao Colony, Talegaon Dabhade, Tal Maval, Dist Pune, Pin 410506
- Languages Known:- Marathi, Hindi & English

DECLARATION:

I hereby declare that all the above information furnished is true to the best of my knowledge. I can ready to produce any of original certificates of the above mention qualification whenever required.

PLACE : PUNE

**Your's Faithfully
(SHRIKANT V. CHITNIS)**