

Upendra Kumar

Sales & Marketing Professional



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Profile Snapshot

- ❖ Award-Winning, Highly Motivated, Sales & Marketing Professional with over 18 years of experience in Sales, Marketing and Regional Management. Lead planning activities, increased market share, delivered consistent revenue targets, championed innovative marketing campaigns, developed brands, launched new products, chartered new markets, built large distribution channels, key accounts and managed large teams, all profitably. Experienced in Petrochemical Products, Performance Coating, GI & Auto, Paint, Powder Coating, Plastics, Printing & Packaging and Consumer Durables products.

Academic Qualification



Business Management Program from IIM Bangalore



MBA (Marketing & Operations) from IIT Roorkee in 2001-03



Engineering in Chemical (Polymer) from HBTU Kanpur in 2000

Executive Summary

- ❖ Created a robust zonal planning process formulating sales and marketing strategies for achieving revenue and profit plans. Lead analysis of external environment incorporating competitive intelligence juxtaposed with business environment. Incisive observations were translated into actionable insights and measurable targets.
- ❖ Formulate strategies, to expand into unexplored market segments, customer groups for business expansion by strategizing, organizing campaigns, and develop the grass-root sales. Develop new streams of revenue growth and marketing plans to build consumer preference across the assigned regions.
- ❖ Evaluation and appointment of Network with financially strong, reliable channel partners/dealer/distributors, resulting in deeper market penetration and improved market share.
- ❖ Deployed deeper customer engagement processes, recruited several key accounts and significantly increased business with them.
- ❖ Implementing competent strategies to boost business, to penetrate new accounts, and expanding existing ones for meeting pre-determined business objectives & targets.
- ❖ Proficient in managing & leading teams for running successful business and process operations with experience of developing procedures, service standards for business excellence. An effective communicator, team player with excellent relationship and team management qualities.
- ❖ Demonstrated unique capabilities in devising & implementing strategies to launch & build multiple businesses, stabilizing them and sustaining revenue & profit gains even in competitive markets

Business Expertise

Sales & Marketing

Zonal / Regional Management

Channel Management

Key Account Management

Revenue Management

Key Skills



Change Agent



Negotiator



Motivator



Communicator

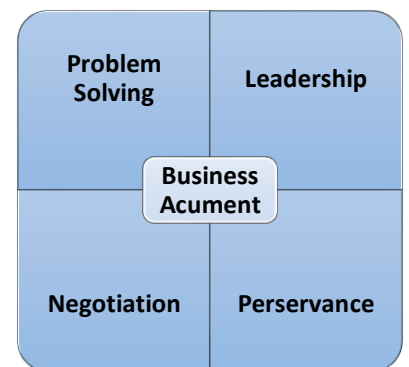


Collaborator



Planner

Soft Skills



Work Experience



Asian Paints PPG as Zonal Manager from July'2007 - Present

- ❖ Built high performing team through Instituting robust performance reviews, feedback, training and capacity building
- ❖ Regional Sales Management & Operational - Sector-wise/product wise/Geography wise.
- ❖ Achieved 3X increase in Zonal sales revenue and enabled 5 X increase in dealer appointment.
- ❖ Enabled 40% of additional revenue through increased penetration in new territories of UK, HP, Punjab and J &K.
- ❖ Won "Best Performing Zone Award" for 4 years and kept zone 6 times in top 2.
- ❖ Registered 8% growth, higher than industry, despite all challenges of lockdowns and Corona infections in FY20-21.
- ❖ Developed and instituted the day-to-day management of data capture, governance, analysis, derived insights, and measurement for the zonal marketing allowing insightful competitive and business intelligence.
- ❖ Deployed deeper customer engagement processes and achieved preferential treatment with several key accounts namely Havells, Airtel, Eicher, C&S, Polycab, Delta, Nilkamal, Sujata Fan, Toshiba, Career, Polycab and Jaguar.
- ❖ Designed analytics and increased share in ongoing business with other major accounts - Studds, Tata Motors, Ashok Leyland, Hero MotoCorp, Kirloskar, Luminous, Crompton Greaves, Usha and Bajaj.

DS GROUP



DS Group as Manager Marketing & Operations from July'2004 -2007

- ❖ Pivotal in establishing strategic division for new business development & project management right from conceptualization to commercialization
- ❖ Translated organizational business objectives through robust detailed plans for new areas, segments and products
- ❖ Lead a high-performing team in executing, optimizing and operationalizing 2 projects of 100 crores each.
- ❖ Defined and clearly articulated standard operating procedures, and enabled cross-functional workflows for Businesses across Plastics, Packaging & Lamination and Rubber Threads.
- ❖ Developed sales and marketing operations for Printing, Packing and Laminations in North India.
- ❖ Owned, developed and achieved product and design approval from Anmol Biscuits, Rungta Tea, Navratana and Dabur



Vishesh Info as Business Development Executive from 2003-2004

- ❖ Brought in significant leads seeking networking solutions / products for commercial and industrial establishments.
- ❖ Delivered actionable insights through multiple market surveys that enabled sustained business growth.
- ❖ Played a key role in deal finalization for infrastructure projects related to IT & ITES.
- ❖ Collaborated extensively and executed projects through cross functional teams of service and technical engineers.



LG LG Chemicals (Polymer) as Graduate Engineer from 2000-2001

- ❖ Worked as Production Engineer for both Batch and Continuous processes and also into customer services.
- ❖ Introduced multiple process enhancements resulting in lasting business efficiencies.
- ❖ Deployed relevant technical interventions, significantly improving the onsite productivity.

Trainings Attended

- ❖ Code of Conduct
- ❖ Process & policy compliances
- ❖ Dealer Management Programme
- ❖ Standing for each other success
- ❖ Business Simulation Programme by Capstone USA
- ❖ Summer Training at Bharat Petroleum as part of MBA
- ❖ Training at PVC Plant of DCM Shriram as part of Engineering

Personal Details

Married with DOB: - 27th June'1978; Language: -English & Hindi

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