


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. Lead zonal planning, increased market share, delivered consistent revenue targets, championed innovative marketing campaigns, developed brands, launched new products, chartered new markets, built large distribution channels and managed large key accounts and internal teams, all profitably. Experience in Consumer Durables, FMCG, Paint, Powder, Performance Coating & GI, Packaging & Lamination, Polymer & Plastics and Chemical & Allied 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, acquired and recruited several key accounts and significantly increased business share 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

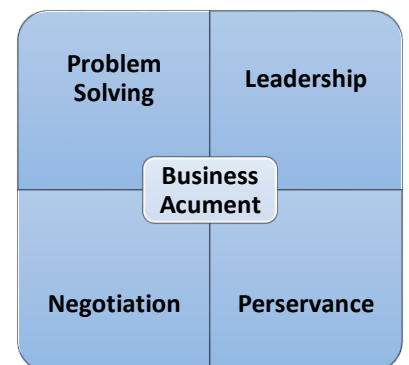


Collaborator



Planner

Soft Skills



Work Experience



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

- ❖ Registered 10 % growth, higher than industry, despite all challenges of lockdowns and Corona infections in FY20-21.
- ❖ Multiplied and achieved 3X increase in Zonal sales revenue and presently handling business of 50 Crs +.
- ❖ Enabled 40% of additional revenue through increased penetration in new territories of UK, HP, Punjab and J &K.
- ❖ Enabled 5X increase in dealer appointment, and development from 10 to 50 in by FY 2020.
- ❖ Won "Best Performing Zone Award" for 3 years (2008, 2009 & 2010) and kept zone 6 times in top 2 out of 10.
- ❖ Built high performing team through Instituting robust performance reviews, feedback, training and capacity building
- ❖ Developed and instituted the day-to-day management of data capture, stock points/depot management, 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 large strategic and 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 key accounts - Studds, Tata Motors, 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
- ❖ Cloud 4 Customers
- ❖ Process & policy compliances
- ❖ Standing for each other success
- ❖ Dealer Management Programme
- ❖ Development and Management of Key Accounts
- ❖ 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
- ❖ SAP Cloud for customer (C4C) to manage customer sales, service and marketing activities.

Personal Details

Married with DOB: - 27th June'1977; Language: -English & Hindi

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