

VARUN KUMAR SINGH

Sales & Marketing

A versatile professional having 12+ years of profound experience in **Sales & Marketing, Business Development, Revenue Growth, Key Account Management, B2B/B2C Sales, Revenue Generation, Dealer Management, Market Intelligence, Client Relationship Management, and Team Management** in an organization of high repute.

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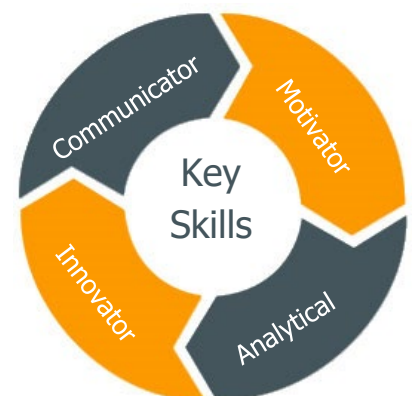
Executive Profile

- **A competent professional highly successful in driving large scale revenue & profit gains** as well as enhancing on organizational efficiency
- **Strong business acumen with skills in driving new business** through conceptualizing strategies, and enhancing operations
- **Orchestrated all facets of business operations** - including sales, service delivery, operations, team management in compliance with consistent business practices, company policies and procedures
- **Aided the Platforms and Ecosystems leadership team** to build go-to-market plans, deliver local market insights, and identify opportunities to grow partner relationships
- **Broad experience in driving new business opportunities** through key accounts and financial services
- **Expertise in business strategy development, franchise management, channel expansion, strategic planning, and institutional sales**
- **Adroit in business knowledge and technical understanding of products** to deliver superior results and strengthen client relationships to achieve long-term partnerships
- **Demonstrated professional credibility in handling Key accounts**- GSK, Ceat, BOSCH, Gabriel, Graphite India, Siemens, Rothe Erde, ThyssenKrupp, Crompton Greaves, Eaton, Sula Wines, Sahyadri hospital, Apollo hospital, ISS, Compass Group, DTSS, CLR, PSIPL, BVG, OCS, Ritz Carlton, Hilton, The Westin, and Marriott hotels
- **Enhanced business opportunities by identifying and networking with prospective clients** and achieved profitability, revenue growth and increased customer satisfaction

Key Impact Areas

Sales Forecasting	Strategic Planning
Business/market Analysis	Techno Commercial Operations
Channel Sales Management	Customer Satisfaction
Distributor Management	Cross Functional Leadership
Institutional & Project Sales	People Management

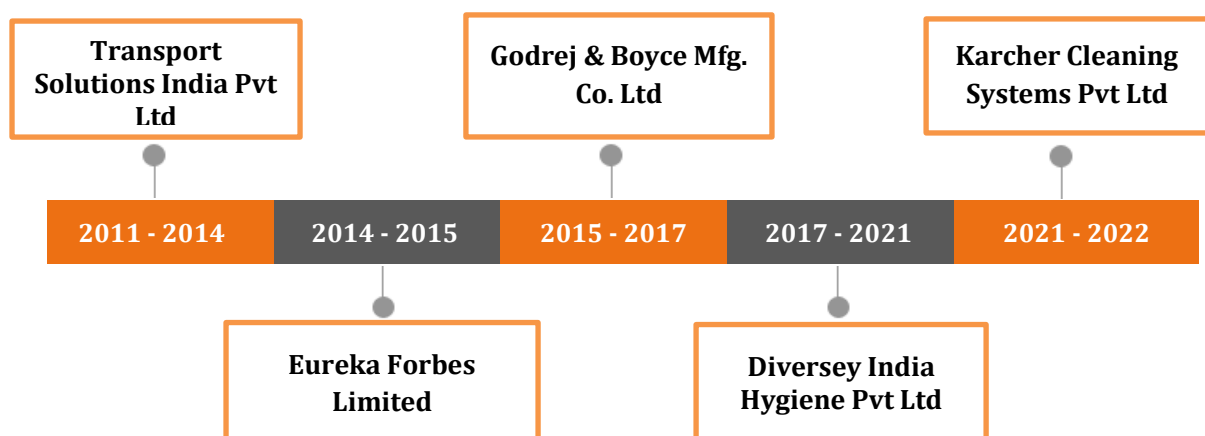
Key Skills



Education & Credentials

- MBA in International Business Management (Executive) from University of Pune - 2012
- MBA in Marketing Management (Full Time) from University of Pune - 2011
- BBA in Marketing from University of Pune - 2008

Career Timeline



Professional Experience

Dec'21 – Aug'22: Karcher Cleaning Systems Pvt. Ltd., Pune & ROM as Key Account Manager

- Skillful in analyzing data and sales statistics and improving business and marketing strategies for Karcher products in Pune, Kolhapur, Satara, Nasik and Aurangabad region
- Adept in developing and sustaining solid relationships with key clients and ensured organization revenue growth
- Strong understanding of the needs and goals of potential future clients and use that to introduce company's products and services
- A keen implementer with recognized proficiency in spearheading sales operations with an aim to accomplish desired plans and targeted goals successfully
- A fundamental role in developing business, exploring new markets and extending support to the management in handling operations
- Expertise in forecasting annual sales targets & driving sales initiatives to obtain business goals & managing the frontline sales team to achieve them

Highlights

- Successful in start of business with hospitality sector and received orders from Ritz Carlton, Hilton, The Westin and Marriott hotels
- Successfully restarted business with BSC customers like ISS Facility, OCS Group

Oct'17 – Nov'21: Diversey India Hygiene Pvt. Ltd., Pune as Senior Territory Manager

- Triumphed in handling the overall business operations which involves conceptualizing and implementing sound business strategies for accomplishment of sales targets of entire territory
- Demonstrated experience in driving business growth in terms of value, volume & market share and ensuring achievement of yearly, monthly input plans by introducing new ideas & concepts adjusted selling prices by monitoring costs, competition, supply, and demand
- Skillful in managing BSC sector clients like ISS, Compass Group, DTSS, CLR, PSIPL, BVG, OCS and their end customers and managing OBS sector clients like Infosys, Panchshil Group, Cybage Software, etc.
- Adept in conducting audits and site surveys and suggesting best possible solutions to the BSC and the end clients and training on product usage for the site staff
- Devised annual unit and gross-profit plans by implementing marketing strategies; and analyzing trends and results.
- Significantly ensured business growth by developing and managing a network of distributors

Highlights

- Recognized with Sales warrior award in the annual conference for overachieving the target
- Accomplished SPOT award for winning the business from OBS clients like Barclays, Citi Corp, HSBC, Industrial sector like Asian Paints, FIAT, and Volkswagen

May'15 – Oct'17: Godrej & Boyce Mfg. Co. Ltd., Pune & ROM as Assistant Manager - Sales

- Affluent experience in preparing data base of important accounts, building personal relationship with decision makers, and updating customers with new products/changes etc.
- Executed market coverage by tapping segments like PSUs, BFSI, MNC's, Government, Education sector, etc.
- Dynamic in executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business expansion
- Prudent in review and collection of out standing's, EMD/BG, tax forms, on lone material etc. within stipulated time frame, review, and liquidation of stock
- Proactive in preparation of dealer's monthly and annual sales plan, encouraging and motivating dealer's achieving set targets.

Highlights

- Acquired interiors and furniture order from Bajaj Finance Limited Pune for their 11 branches
- Got orders from Cosmos Bank for their Head Office in Shivaji nagar
- Secured orders from Central Railway, Agharkar Research Institute, etc.
- Received orders from John Deere, Honeywell Automation, Lear Automation, Bajaj Allianz Life Insurance Company, etc.

Technical Skillset

- Certificate Course: MS-CIT
- Operating System: Win 98/2000/XP Professional/Vista /07
- Languages : MS Office and Internet

Previous Experience

- Jun'14 – Mar'15: Eureka Forbes Limited., Nasik as Territory Manager
- Sep'11 – May'14: Transport Solutions India Pvt. Ltd., Pune (Chakan) as Business Development Executive
- Mar'08 – Nov'08: Rushabh Honda Motors Pvt. Ltd., Nasik as Sales & Marketing Executive



Personal Details

DOB: 16th Feb, 1987
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Languages Known: English, Hindi, and Marathi
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