

YOGESH TRIPATHI



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"To achieve a position where my Skills & Experience be an Asset to an organization"

SYNOPSIS

MBA from UNIMACT, affiliated by AIMA Allahabad with over 15 years of experience in Sales and Marketing; Product Promotion, Channel Management, Market Analysis & Client Servicing in diverse sectors. Presently working with Aegis Gas (LPG) Pvt. Ltd. as Area Sales Manager leading team of 9. Demonstrated abilities in implementing marketing activities and accelerating business growth. Adopt to conducting product promotions & managing strong dealer network & retail sales. Strong analytical, problem-solving & organizational abilities. Possess a flexible & detail-oriented attitude.

CORE COMPETENCIES

Sales and Marketing: Managing the marketing operations and accountable for increasing Sales growth. Driving marketing initiatives to achieve business goals & managing the same to achieve them.

Market Analysis: Conducting competitor analysis by keeping a close view of market trends to achieve metrics. Executing experimental procedures for carrying out analysis of processes & products. Reviewing & interpreting the competition to fine-tune the marketing strategies

Distribution/Channel Management: Handling and Managing financially strong and reliable dealers and retail sales resulting in deeper market penetration and reach. Responsible for achieving given Primary sales target for the region.

Product Launches & Promotions: Implementing marketing activities for successful launching of new products. Building brand focus in conjunction with operational requirements. Ensuring maximum brand visibility and capture optimum market shares.

ORGANIZATIONAL EXPERIENCE

Organization: Aegis Gas (LPG) Pvt. Ltd. (Aegis Logistics Ltd.)

Designation: Area Sales Manager

Duration: July'2016 to till date

Leading logistics group providing total logistics solutions for Oil, Gas & Chemical industries and is one of the largest private sector companies in LPG Business.

- Leading team of 9.
- Managing Territory of Rajasthan for channel and retail sales of organization.
- Driving sales through distribution and campaign strategy.

Organization: Atom Enterprises (Atom Sciences Pvt. Ltd.)

Designation: Manager- Sales.

Duration: October'2012 to June 2016

Leading organization in Sterilization Validation and disinfectant manufacturer certify WHO-GMP and ISO 9001:2008

Organization: BCM Organic (Division of Balrampur Chini Mills)

Designation: Area Manager.

Duration: Dec 2005 to Dec 2007

Leading organization in sugar & Pioneer in **organic fertilizers** in Uttar Pradesh.

Organization: Bikanerwala Foods Pvt. Ltd.

Designation: Area Sales Manager

Duration: Apr.2002 to Nov.2005

Leading organization in Namkeen and Snacks.

Organization: Neeraj & Co. Kanpur (KADAK FAMILY TEA)

Designation: Sales Officer.

Duration: May1998 to March. 2002

Pioneer in packaging of tea leaf in central U.P.

PERSONAL DETAILS

Date of Birth : 20th Oct.1972

Marital Status : Married

DATE:

PLACE: Jaipur

(Yogesh Tripathi)