

SUNIL RAWAT

Senior Professional- Sales & Marketing / People Management

Location Preference: Any where in India / Industry Preference: Cement

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91- 7891888990



Profile Summary

A result-oriented & versatile professional offering **nearly 22 years** of experience in leading sales & channel/ network development, business development, as well as product introduction and marketing efforts.

- ❖ Enterprising Leader with proven **decision-making, problem-solving**, organizational, consultative and collaboration skills; track record of **increasing revenues, establishing channel networks, and streamlining workflow**
- ❖ Gained excellent exposure in managing regions of **Rajasthan, UP , Haryana, Delhi, Punjab & Uttrakhand.**
- ❖ **Implemented sales programs** by developing action plans; expanded markets in different areas through various programs
- ❖ Consistent success in **maximizing corporate performance**, driving growth, generating revenues, capturing market share and enhancing the value in markets.
- ❖ Exceptionally well organized with a track record that shows creativity and initiative to achieve **corporate and personal goals**; enterprising leader with proven skills in mentoring people

Core Competencies

Strategic Sales & Marketing

Channel Management

Business Development

Market Analysis / Intelligence

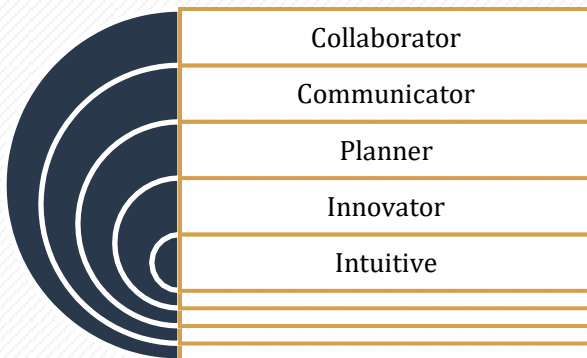
Budgeting & Forecasting

Customer Acquisition & Penetration / Territory Management

Revenue Generation / Network & Channel Expansion

Team Management / Training / KPIs & Performance Management

Soft Skills



Education

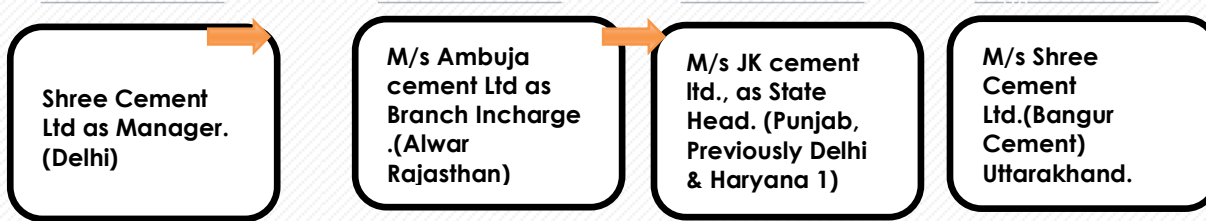


MBA (Marketing) from S.R.M. I.M.T. Modinagar

BSc (Biology) from H.N.B. Garhwal University Srinagar

Career Timeline





Work Experience

21st July,22 till Date:Shree cement Ltd.(Bangur) UTTRAKHAND

Regional State Head (Additional .G.M. Marketing) at Uttrakhand.

Growth Path:

Key Result Areas

Regional Sales Head:

- ❖ Looking after the Sales & Marketing Operations .
 - ❖ Spearheading a team of 15 members in RSO.Training ,Guiding & Motivating team on regular basis.
 - ❖ Making strategies & Planning to attain regional sales operational objectives.
 - ❖ Weekly reviews with Team & daily sales Calls.
 - ❖ Budgeting targets & Making action plans to acheives those targets.
 - ❖ Motivation Channel Partners & BP . Regular Movements in Markets.
 - ❖ District wise Planning along with Team.
 - ❖ Expanding our Influence base through counselling the team & regular follow up .
 - ❖ Tracking competitor's activities in the market; administering timely payment collection and regular monitoring of O/S
 - ❖ Coordinating with Logistics, Branding, Technical & Accounts Department for day-to-day operations
 - ❖ Setting a goal for Network development & its performance.ce
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2016 to 2022: M/S JK CEMENT LTD. as State Head (Punjab)

Regional State Head (D.G.M. Marketing) at Chandigarh, previously Delhi, Haryana 1.

Key Result Areas

Regional Sales Head:

- ❖ Spearheading a team of 25 members in RSO; motivating & guiding them on regular basis
- ❖ Directing strategies to attain regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews
- ❖ Preparing & completing action plans& customer service standards; resolving network problems and implementing change
- ❖ Meeting regional sales budgets and Contribution targets; establishing sales objectives by creating a sales plan and quota for districts
- ❖ Expanding customer base by counselling district sales representatives; building & maintaining rapport with key customers
- ❖ Tracking competitor's activities in the market; administering timely payment collection and regular monitoring of O/S
- ❖ Monitoring WH 16 operations in region; planning & organizing of relationship activity for network
- ❖ Planning of Influencer Program with the Technical Team
- ❖ Coordinating with Logistics, Branding, Technical & Accounts Department for day-to-day operations
- ❖ Monitoring the target achievement & growth of channel partner; directing network expansion and performance

2013 to 2016: M/S Ambuja Cement Ltd as Branch Incharge.(Alwar Rajasthan)

Key Result Areas:

- ❖ Managed network of Alwar, having 6 districts.
- ❖ Led the Sales Team of 6 District In-charges,7 F.O. & 5 off-roll manpower
- ❖ Ensured that individual as well as team targets are achieved; steered Influencer Management along with technical teams
- ❖ Monitored the target achievement & growth of channel partner; steered Warehouse Management of 4 WHs under zone
- ❖ Coordinated with Branding Team to improve the visibility & awareness in the zone; monitored Dealer & Retailer Schemes

Nov 1999 to Till Date 2022: Growth Path:

1999 – 2000: Worked with Kryton Buildmat Co. Ltd As Management Trainee.(Delhi)

2000 – 2001: Worked with KOPRAN Ltd. As Area Manager. (Delhi)

2001 – 2002: Worked with J.P. Cement Ltd as Assistant Officer. (Lucknow)

2002 – 2004: Worked with CICO Techno Trade Ltd as Manager. (Moradabad)

2004 – 2012: M/s Ambuja Cements Ltd.Asst. Manager(Barill y sonipat delhi)

2012 – 2013: Shree Cement Ltd as Manager.(Delhi)

2013 – 2016: M/s Ambuja cement Ltd as Branch Incharge.(Alwar Rajasthan)

2016 – 2022: M/s JK cement Ltd., as State Head. (Punjab, Previously Delhi & Haryana)

2022- Till date as Additional G.M. (Marketing) Uttrakhand.



Technical Skills

- ❖ Operating knowledge of SAP
- ❖ MS Office Suite



Personal Details

Date of Birth: 10-01-1973

Languages Known: Hindi & English.

Present Address: 1/51, Lakshmi Niwas, Near Govt. Hospital, Kalabarh, Kotdwara(Garhwal) Uttaranchal.

Date -27-02-2021

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