

# SOURABH MEHTA

## Key Skills

Sales & Marketing

Business Development

Dealer Management

Business Strategy & Execution

Product Promotion

Strategic Alliances & Partnerships

Supply Chain Management

Market Research

Team Building & Leadership

## Profile Summary

- A result-oriented professional with over 16 years of experience in **Sales & Marketing and Dealer Management**
- Experienced in **sales & marketing** activities to improve product awareness through brand development efforts
- Expertise in all aspects of **product management (customer segmentation, product positioning, pricing, brand management & sales)**;skilled in providing **extensive marketing support** with specific focus on product price / mix management, market promotion and key customer relationship
- Proficient in developing **relationships with distributors** by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- Resourceful at maintaining business relationship with clients and customers to achieve quality product and service norms by resolving critical issues
- Proven track record of implementing innovative strategies to achieve phenomenal escalation in respect of service business turnover
- An **effective communicator** with excellent interpersonal & analytical skills

## Soft Skills

Team player

Communicator

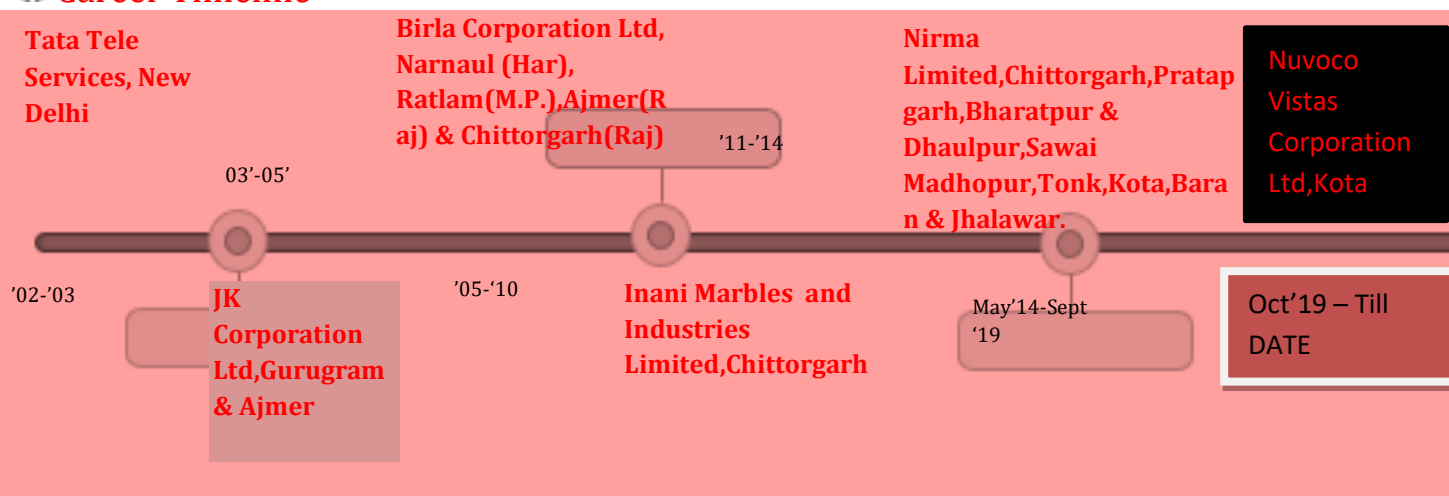
Innovator

Thinker

## Education

- PGDBM (Marketing) from Indian Institute Of Rural Management,Jaipur in 2002.
- Bachelor of Commerce from M.L.S.U., Udaipur in 2000
- 12<sup>th</sup> from **Govt. Sr.Sec. School Chittorgarh**, Board of Rajasthan in 1996
- 10<sup>th</sup> from **Central Academy,Chittorgarh** Board of Rajasthan in 1993

## Career Timeline



## Work Experience

Ist Oct'19-Till Date

May'14-Sept '19

**Presently working for Nuvoco Vistas Corporation Limited Posted at Baran as headquarter as kota and promoted as Senior Executive-Sales**

**Worked for Nirma Limited(Nirmax Cement), Kota as Senior Sales Officer looking after 3 districts as kota,Baran & Jhalawar.**

**Role:**

- Implemented **pre & post marketing programs / strategies** for promoting **brand positioning** through the delivery of impactful communication utilizing all forms of promotional materials
- Established **distribution network** with reliable dealers & stockiest; appointing them in non-performing areas, developing infrastructure for new channels and optimizing their performance levels
- Devised& effectuated **go-to-market strategy** with accountability of introducing products to win mutually beneficial deal; pioneered business development to enhance revenues by identifying market opportunities
- Identified & networked with financially strong & reliable **distribution partners** that result in deeper market penetration as well as improved business share
- Conducted opportunity analysis by keeping updated of market trends to obtain marketing intelligence reports and handling business activities regarding **product positioning & launches** to face counter-competition
- Executed marketing and sales strategies' for development of cement.
- **Previously managed Sawai Madhopur and Tonk districts.**
- **Previously managed Bharatpur and Dholpur districts.**
- **Previously managed Chittorgarh and Pratapgarh districts.**

**Significant Achievements:**

- Appointed 20 dealers in **12 months in chittorgarh and pratapgarh districts with launching of Nirmax Cement.**
- Worked closely with channel partners to generate new business in existing accounts and in new markets.
- 20% sales growth in bharatpur and dholpur districts in year 2015-16 and 2016-17.

'11-'14

**Inani Marbles & Industries Limited, Chittorgarh as Assistant Manager-Export & Sales**

**Role:**

- Coordination and communication with various vendors in various countries in Gulf and middle east regarding orders and payments.
- Facilitation of export related all formalities.
- Manage excise related documentation and verification of export material by excise department.
- Generate sales growth by exploring new markets via internet.
- Manage bank related formalities related to export.

**Significant Achievements:**

- Explored many vendors in various countries and help the company to grow.
- Developed many customers with in india .
- Achieved regular growth in business.

**Birla Corporation Ltd, Narnaul,Ratlam,Ajmer & Chittorgarh as Officer-Marketing**

**Significant Achievements:**

- 12% sales growth at Narnaul in year 2005-2007 and manage team of 33 dealers.
- 18% sales growth at Ratlam in year 2007-2009.
- Supervised the depot operations including inventory management, distribution, logistics & freight fixation.

'05-'10

'03-'05

- Managed a branch office network at Narnaul,Ratlam & Ajmer.
- Worked at head office at Chittorgarh and looked after the district of Pratapgarh.

Lakshmi Cement, **Gurgaon & Ajmer** as **Sales Officer**

**Significant Achievements:**

- Worked at Regional office at gurgaon and looked after the sales and marketing of gurgaon district.
- Handled godwon operations.
- Managed a branch office at Ajmer and looked after the districts of Ajmer and Nagaur.

'02-'03

Commenced career with **Tata Tele Services,, New Delhi** as **Sales Consultant**

## IT Skills

Proficient with **MS Office Package & other Internet Applications**

## Personal Details

**Date of Birth:** 26<sup>th</sup> October 1977

Marital Status:Married

**Languages Known:****Hindi & English**

**Address:**3-B Kumbha Nagar Chittorgarh(Raj)-312001

Contact :

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CTC Per Annum:-8.65 Lacs

Salary Expected:-Negotiable