



Lalit Bhamburkar

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DOB : 09/04/1969

PROFESSIONAL SUMMARY

Dynamic Sales career reflecting experience in Consumer products in Blue Chip Companies. Remained on the cutting-edge through continuous training and driving new business through key accounts and establishing strategic partnerships and improving customer relationships to increase channel revenue and EBIT.

Outstanding success in handling large corporate high value customers

Excellent at building and maintaining relationships with key corporate decision makers.

Expert in Sales, Digital Marketing, Retail, Channel & Distributor Management, Man Management

Professional well organized with a track record that demonstrates self-motivation, and initiative to achieve corporate goals.

EDUCATIONAL QUALIFICATIONS

MBA (Marketing & Finance) 2008 to 2010 MGU Dubai with dual specialization in Marketing and Finance.

Bachelor of Commerce (Hons) 1984 to 1987 (Auditing & Taxation) from IIMC, Hyderabad

Professional Diploma In Digital Marketing

Professional Diploma in Psychology of Sales

Professional diploma in Leadership and Management

Professional Diploma in Computers & Cyber Security

Professional Diploma in Business Process Management

Professional Diploma in International Logistics and SCM

Professional Diploma in Retail Management

Professional Diploma In Customer Relationship Management & Customer Service

SKILLS & STRENGTHS

Communication, Motivation, Man Management, Budgeting, Planning, Forecasting, Negotiation, Delegation, Budgeting, Data Analysis, Cost Cutting, Successor Planning, Strategy,

WORK EXPERIENCE

Business Head - Sales & Marketing (Industry: FMCG, Consumer Durable Products)

Amana FZE Dubai | June 2016 till Feb 2021.

Job Profile:

Impact & Results

- Increased Regional sales from 40 million to 44 million over 2018.
 - Increased sales of 2 market segment from 18 to 24 % in one year
 - Fostered a robust, sustainable network of buyers in the UAE, presentation and closing skills to optimize sales results despite previously dominant competitor advantage.
 - Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.
 - Introduced sales process and systems that were previously missing.
 - Added marketing plans like mass emails, newsletters, website info, Participation in Trade shows & Exhibitions. Also developed platforms for social media, Instagram.
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Regional Sales Manager (Industry : FMCG/ Consumer Goods)

KOVEA Dubal, UAE | December 2012 till Oct 2016

Job Profile:

• Impact & Results

- Surpassed sales goals by 19% in 2015 and over 25% in previous years.
 - Introduced Food Service business & Grew it to AED.2 Million till end of 2017
 - Ensured 100% distribution of all products in Modern Trade
 - Managed and Grew distributor Business by over 40% in A Class Outlets
 - Mentored and Success Planned for staff, promoted 2 Staff To Area Managers
 - Reduced Bad Debts from AED.400000 to Nil by 2017 by adopting stringent credit control measures and consistent follow ups.
 - Emphasized on route plans, cold calling and prospecting and lead initiatives.
 - Initiated marketing events like Gulf food and social media activities.
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Business Development Director (Industry: Services/Logistics/Freight)

Able Logistics Dubai, UAE | June 2009 till September 2012

Job Profile :

• Impact & Results

- Set up operations in Oman gained revenue of OR 150,000 in 2013
 - Surpassed sales goals by 30% in road and air freight.
 - Expanded and increased Road Freight network to 500,000 in UAE
 - Introduced Local Relocation services in coordination with local operations.
 - Mentored and Success Planned for staff, promoted 2 Sales Executives to Key Accounts.
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Territory Sales Manager (Industry: Services/Transportation/Freight)

TNT Express LLC Dubai, UAE | Sept 2005 till Feb 2009

• Impact & Results

- Increased revenue by over 35% consistently YOY in my Territory.
- Added high volume & high revenue accounts consistently
- Excellent retention of customers through service and rapport.
- Achieved a record breaking new business of 100,000 Euros in 2007
- Won the TNT Inter Countries Sales Leagues – 2008.
- Ranked as #1 Territory Manager (out of 10) in 2005 & 2008
- Developed local courier business in my territory from scratch to 200,000

RECOGNITION AND AWARDS

- Generated sales revenue of close to AED 1 million a month from my territory.
 - Achieved a record breaking new business of 100,000 Euros in third quarter 2008
 - Won the TNT Inter Countries Sales Leagues – Quarter 3 2008.
 - Increased revenue by 25% YOY since 2005.
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Key Account Manager (Industry: FMCG/Consumer Goods)

New Zealand Milk UAE Dubai, UAE | September 00 to Aug 2005

Responsible for managing & increasing Key accounts and grow revenue within them and managing a team of 3 salesman and 3 merchandisers. Increase sale of product category.

Impact & Results

- Exceeded sales target consistently by 20- 35% YOY
 - Increased revenue within key accounts by 40% YOY
 - Added Key Accounts like Carrefour, Geant, Panda that increased revenue& category growth.
 - Increased Foodservice Channel Revenue by 30% in HORECA segment
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Sales Executive (Industry: Consumer goods/sports)

Reebok Dubai, UAE | September 95 to July 2000

Sales Executive (Industry: Consumer Goods/Music/Films)

Al Mansoor Technical Services Dubai, UAE | October '89 to November '95

Sales Representative (Industry: Consumer Goods/Music)

Gramophone Co. of India (H.M.V) Ltd | 1987 to August '89

TRAINING PROGRAMS

- TNT - Mastering the Sales Process
 - TNT - Selling Excellence Tests - Conducted by Ray Jacobs.
 - New Zealand Milk - How Hot a Manager are You - Mr.Upali Mahanama
 - New Zealand Milk - Basic Selling Skills - Mr.Craig Topp – Achieve Global
 - New Zealand Milk - Account Development Strategies - Mr Craig Topp – Achieve Global
 - New Zealand Milk - In Field Execution - Mr.Craig Topp – Achieve Global
 - New Zealand Milk - Account Development Strategies II - Mr.Craig Topp – Achieve Global
 - New Zealand Milk - On Your Marks - Mr Craig Topp – Achieve Global
 - New Zealand Milk - CRM Modules - NZM Internal Training
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PERSONAL DETAILS

Languages Known : English, Hindi, Urdu and Marathi, Telugu & Working Arabic.

Volunteer at RAK Animal Shelter.

Additional Qualifications:

Passed IRDAI IC 38 exam (Certified Insurance Agent)

Diploma in Music Composition – Under Ankit Trivedi

Diploma in Dog Training