

GAURAV PANWAR

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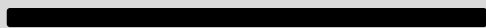
Product Planning/Management, Consumer Insights Professional

SKILLS

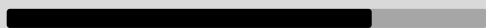
Project Management



Product Strategy



Risk Management



Problem Solving



Team Management



Proficiency with Microsoft



Relationship Building



Leadership



EDUCATION

● **MBA Marketing**, Weekend Classes
from IMT Ghaziabad Campus

● **B. Tech (Electronics & Com.)**
Shobhit Institute of Engineering &
Technology, Meerut

CARRIER OBJECTIVE

Seeking a team leading position in Product / Strategy team which provides opportunities for professional growth and advancement

PROFILE

- Experienced and innovative marketing enthusiast
- Above average communication and relationship management skills
- Quick to adjust to new situations and the ability to work Comfortably under constant deadline pressure
- Self- starter with ability to participate in a team setting and decision-making environment

EXPERIENCE

Oct 2022 ~ Present

(Product Head- General Manager Product Marketing)

 **Ariston Group India Pvt Ltd.**

A. GTM Strategy & Cross Functional coordination

- Strategize and lead the Go To Market plan of organization together with sales and other market facing teams
- 7Ps Approach (Product, Pricing, People, Place, Promotion)
 - PRM lifecycle management for both Residential and commercial verticals
- Coordination with BU (Italy) and Local R&D team for new product development

B. P&L Management

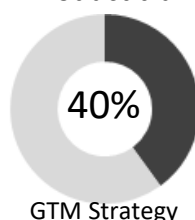
- Product pricing for maintaining profitability (GM%) & API
- Product level & channel level profitability analysis for future forecasting

C. Business Planning

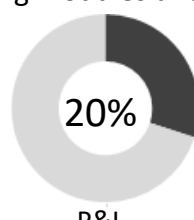
- Sales plan and Budget for the year together with new and existing products
- PSI management & regional allocation together with Sales Head
- Collaboration with Regional heads for new product deployment
- Market Share, Internal (Branch/ Channel) Sell In, Sell out data analysis

D. Marketing Communication & Training

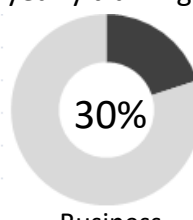
- Collaboration with Marketing & Brand for creating various collaterals
- Product training modules and yearly training plan



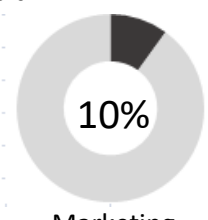
GTM Strategy



P&L
Management



Business
Planning



Marketing
Communication

Nov 2017 ~ Oct 2022 (Product Planning for RAC, & Product Manager for Online)



LG ELECTRONICS INDIA LTD

A. Product Planning

- Product lifecycle management and new product introduction
- P&L, Pricing, Sell-in schemes & VCA (Value Chain Analysis)
- SKU wise production and sales plan in PSI system

B. Business Intelligence

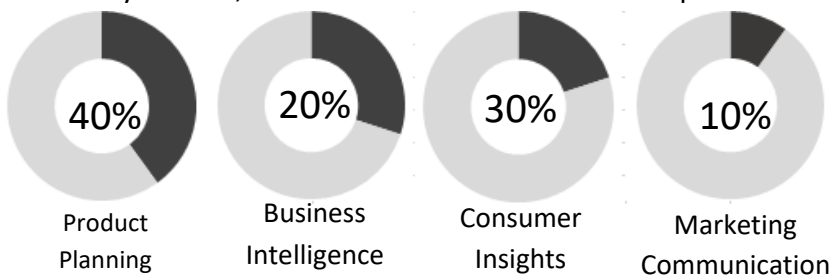
- Monthly Business Performance report for senior management
- Product level & channel level profitability analysis for future forecasting
- Capturing latest consumer need and trends for future business planning
- Business analysis reports to senior management by regular visits to branch office, dealer and channel partner

C. Consumer Insights & Strategic Planning

- NPI presentation for new launches in alignment to consumer needs
- Pre and post launch consumer research & surveys
- Study new trends and foresee future consumer requirements
- GFK, Internal (Branch/ Channel) Sell In, Sell out data analysis

D. Marketing Communication & Training

- Formulating the content and key USP communication for various marketing collaterals like catalog, sales talk & training modules
- Monthly market, branch office and dealer visit for product trainings



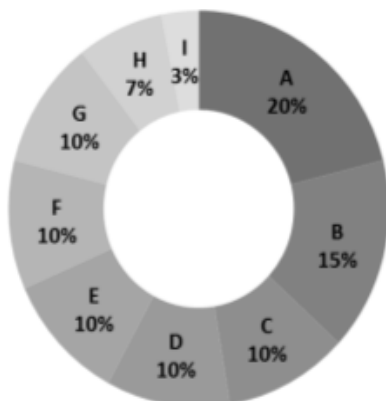
(Feb 2015 to Nov 2017) Assistant Manager Product Planning



CARRIER MIDEA INDIA

CARRIER MIDEA INDIA PVT LTD

A joint venture of Carrier Air Conditioning & Refrigeration Ltd. and Midea Group, a fortune 500 company, manufacturers of Home Appliances.



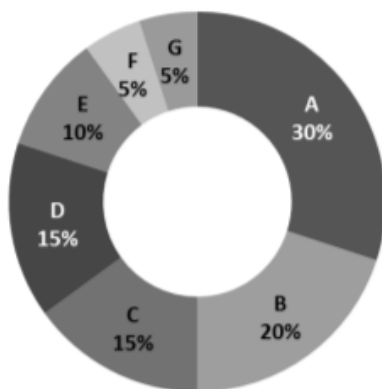
- Competition benchmarking: price mapping, price positioning, VCA management for Laundry, Kitchen & Small home appliances categories
- Field and market research to gather the insights for product improvement
- Data Analysis (GFK, Euro monitor etc.) and desktop data analysis
- Business plan together with required PRM and price positioning to senior management for new categories introduction

- E. Future product road map and calendaredize & execute the milestones in consensus with R&D & marketing team
- F. Sales trend analysis for evaluating the SKU performance and contribution for fast and slow moving products
- G. Marketing ideas and coordination for company web, catalog & other POPs
- H. Product training module development and training the regional trainers
- I. Coordination with testing labs for obtaining the BIS & BEE approvals

(Feb 2009 to Feb 2015) Sr. Executive Product Planning

***Pioneer* PIONEER INDIA ELECTRONICS PVT. LTD**

Pioneer India Electronics Pvt. Ltd.: A Japanese MNC Leaders in the field of Car entertainment, Home Audio & Video and Pro DJ equipment's.



- A. Coordination with headquarters' for product planning and consumer insights assignments
- B. Product and price benchmarking for current & future PRM
- C. Regular interaction with dealers for product feedback and understanding the consumer needs & behavior
- D. Product & sales trainings for dealers, Installers
- E. Market Research& Consumer research for gaining knowledge on consumer need and new features for upcoming product lineup
- F. Assisting the marketing manager to develop the BTL & ATL marketing strategy of the company
- G. Selection and coordination with agency for launch event and incentive trips for channel partners

(Nov 2007 to Jan 2009) Assistant Manager Sales

 Harvest international Pvt. Ltd.

Dealers of imported rice milling machines, fruits & vegetables polishing, grading, sorting & packaging machines, ready to eat & other food processing machines

- A. Handling business generation & lead management in different locations and products viz. rice milling and food processing machines
- B. Effective liaising with the dealers and monitoring timely supply of goods to enhance sales
- C. Leading & monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets
- D. Increase brand visibility and generate queries and leads while conducting promotional activities within given budget and time frame with the help of subordinates

(Feb 2007 to Nov 2007) Engineer Sales & Servicing



Ideal System Co. Ltd.

A Korean MNC manufactures of rice milling & sorting machineries.

- A. Customer Services & Satisfaction: Managing Service & Sales Operation, provide services to the customers and ensure their complete satisfaction
- B. Fully accountable for spearheading after sales service operations in the allotted territory and achieving defined service reporting targets & service share
- C. Prepared and submitted structured MIS reports
- D. Channel Management: Coordinating with the dealers to ensure their satisfaction and cooperation in enhancing sales in their area of operation

(June 2006 to Jan 2007) Marketing Engineer



Excel Technologies

Manufacturer of various electronics lab equipment's.

- A. Cold calling to create the database of new customers
- B. Regular visits to the customers and after sales demonstration
- C. Established healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and worked towards solving their queries and complaints efficiently

ACHIVEMENTS

LG Electronics India Ltd.

- CHANGE THE GAME strategy that helped every month highest sell in for 2019
- DIFFERENTIATION AND VALUE PLUS compelling story for meeting 2020 sales plan
- BOUNCE BACK Plan to recover from -40% industry degrowth
- New features in alignment to consumer's requirement
(4in1 Cooling, Super Convertible 5in1)

Carrier Midea India Pvt. Ltd.

- Industry first cleaning kit for microwave ovens
- Gym Diet and Auto Cook Menu for microwave lineup
- Physically Challenged Mode for washing machines
- Antibacterial N9 wash tub and pulsator for washing machines
- Copper wellness tank water purifiers

Pioneer India Electronics Pvt. Ltd.

- India Exclusive Equalizer setting (Todoroki EQ) for car CD & DVD plyers
- Introduction of mechanism less touch screen head units for car
- Introduction of India exclusive navigation head unit for car
- Show stopper demo cars for showing car audio strength during AUTO EXPO

PASSIONS



Travelling



Cooking



Running & Gym

PERSONAL TRAITS



Out of the box thinking



Quick decision making



Experiment with new ideas