*Curriculum Vitae*

Name : Mr. Sudhanshu

Contact Address : A – 903, Exotica Eastern Court, Crossing Republik, NH – 24, Ghaziabad

Contact Details : +91 – 98993-73514 , anshuaao@gmail.com

Date of Birth : 01-08-1981

*Professional Summary*

Area Sales Manager with a 10+ year accomplished career track known throughout the industry for delivering and sustaining revenue and profit gains within highly competitive Indian distribution markets.

*Professional Achievements*

1. At Apollo Tyres Limited I Increased tubeless tyres sale at an avg. of 500 tyres to 800 tyres over last year maintaining the tube type avg. same over last year

2. At Brightpoint India Pvt. Ltd. 100% growth in Blackberry CDMA Handsets

3. At Brightpoint India Pvt. Ltd. Launched Successfully HTC – One Smart Phone in the zone

4. At Dabur India Pvt. Ltd. Ranked Third Best Sales Officer in North Zone (Glucose Brand)

5. At Dabur India Pvt. Ltd. successfully launched many new brands and Handled Team of 15

6. At Sennheiser Electronics India got high appreciation for maximum number of retailers activated in one year.

*Key Skills Set*

1. Strategic & Tactical Planning
2. Account Development / Acquisition
3. Target Marketing & Penetration
4. Vendor Relations
5. Sales Team Training/Supervision
6. Competitive Sales Analysis
7. Sponsorship/Event Promotions
8. Inventory Distribution Control
9. Product Launch/Placement
10. Policy Formulation
11. Sales Presentations / Closing
12. Contract Negotiations
13. Problem Solving Abilities
14. Good Communicator

*Professional Experience*

Current Job : Sennheiser Electronics India

Designation : Area Sales Manager

Products : Premium quality Headphones and Microphones

Duration : August 2013 0nwards

Job Profile : Handling Channel Sales and Business Development in entire

Delhi NCR, UP-East, UP-West and Uttrakhand

Handling all major events and sponsorships (IIT’s & IIM’s)

Product Placement at all major retailers

Training in product knowledge of Retailers and DSA’s

Previous Job 1 : Brightpoint India Private Limited (Ingram Micro Co.)

Designation : Deputy Sales Manager

Products : HTC Smart Phones, Blackberry CDMA Handsets, SanDisk

products, Logitech Products, Electronics Accessories etc

Duration : 2nd September 2011 0nwards

Job Profile : Responsible for achieving and increasing budgeted revenue

and gross margin sales targets for assigned geographic area

Previous Job 2 : Dabur India Private Limited

Designation : Sr. Sales Officer

Duration : July’2009 – 31st August 2011

Job Profile : Handling distributor network of South and Central Delhi   
 effectively and motivating them to achieve maximum primary

& secondary sales targets

Previous Job 3 : Apollo Tyres Limited

Designation : Territory Sales Manager

Duration : 12th March 2008 – July 2009

Job Profile : Handling dealer network of North Delhi

Identifying the opportunities to expand the network

Resolving the customer queries regarding the services & claims

Previous Job 4 : Varmora Granito Private Limited

Designation : Area Sales Manager

Duration : December 2004 – 10th March 2008

Job Profile : Handling architects & corporate sale of south & central Delhi

Handling the channels sales (appointing new Dealer)

*Educational Summary*

PG : PGDM (2003-05), Major – Marketing, Minor – Finance,

Institute of Management Education, Sahibabad (Ghaziabad)

UG : B. Com (1999-02), Allahabad University, Allahabad

Computer Course : ‘O’ level & ‘A’ level Of DOEACC Courses