

Ashutosh Kumar Mishra

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A result driven, insightful professional processing key expertise in the area of Procurement, Category and vendor Management within the retail Industry. Successfully developing and growing profitable categories by building long term relationships both internally and externally. Proven bottom line focus, managing projects with cross functional and diverse teams exceeding business goals.

Developed & executed successful e-commerce, marketing & business solutions to penetrate B2B and B2C markets with exposure to global market opportunities. Combined with analytical & marketing expertise to provide outstanding performance in building products, markets & profitable revenue streams.

Professional Experience**Future Mobiles****May 2024 -Present****Ecommerce Manager****Roles & Responsibilities:**

- Handling Ecommerce & Quick Commerce Business in Home & Kitchen appliances, small appliances, Wearables, Personal Audio Category for Company (Swiggy Instamart, Zepto, Blinkit, AZ, FK, Nykaa, Cred etc.)
- Inventory & Business forecast with the Platforms through JBP implementation
- PnL Management for Assigned Product Categories
- Handling & Managing the Operations.
- Product Development, framing policy & cost optimization.
- Driving digital growth and engagement through process automation.
- Strategize SKU conversion, price updating activities aligned with sales requirements and annual price hike.
- Interacting and coordinating with marketing, category, logistic team and other support functions to provide a Seamless selling experience

Cashify (Manak Waste Management Pvt Ltd)**Oct 2022-Oct 2023****Zonal Sales Manager (Mobiles & Electronics)****Roles & Responsibilities:**

- Achieved sales goals & service targets by cultivating & securing new customer relationships.
- Demonstrated products to show potential customers benefits & advantages & encourage purchases.
- Engaged in product training demonstrations, consumer awareness, branding & acquisition initiative to raise awareness & revenues.
- Prepared sales presentations for clients showing success & credibility of products.
- Directed sales support staff in administrative tasks to help sales reps close deals.
- Resolved problems with high profile customers to maintain relationships & increase return customer base.
- Collaborated cross functionally with headquarters, regional & other teams nationally to maintain consistent message & experience.
- Achieved established KPI's for company, regional team & individual performance through team work & focus on customers.

Cmunity Innovation Pvt Ltd (CityMall)**Sep 2021-July 2022****Category Manager (Mobiles & Electronics)****Roles & Responsibilities:**

- Managing core segment of Electronics (Mobiles & Large Appliances).
- Develop, Build and maintain healthy business relations with major vendors, ensuring maximum customer satisfaction by achieving delivery and quality norms.
- Implementing sales strategies, handling activities like reviewing sales & distribution, sales planning and managing receivables.
- Handling product planning and range designing; ensuring optimum inventory levels for achieving cost savings.
- Worked on Ops excellence, preparation of SOP for the Quality and Ops team to optimize price and quality.
- Reduced Return % of Mobiles & Large Appliances from 20% to 4-5% through root cause analysis of returns.
- Identifying suppliers; managing supplier performance of vendors to ensure meeting of service, cost, delivery and quality norms.

SHOPX**Feb 2018-Aug 21****Category Manager (Mobiles & Electronics)****Roles & Responsibilities:**

- Build a E-B2B commerce business of \$100 million plus annually from scratch & cured
- ShopX business expanded to 400+ cities for multiple categories
- Managing core segment of Electronics (Mobiles & Laptops).
- Design and implement businesses, goal setting, execution
- Category P&L, Managing Distribution network, Brand Alliances

Achievements:

- Spotlight Award- for highest sale.

Wetrust.in**Jan 2017 To Feb 2018****Manager Online Sales****Roles & Responsibilities:**

- Managing E-commerce business for Refurbished mobile category.
- Order Fulfillment & Online Operations - Supply Chain, Delivery Time, Picking, Putting, In warding JIT, COD, Timely delivery
- End-to-End management of sales from eBay, Amazon & Shopclues and other marketplaces which includes Flipkart, Paytm, Snapdeal.
- P&L and ROI – Demand planning & forecasting, revenue forecasting & generation, budgeting, cost of operation
- Design the processes and metrics for tracking progress to the plan, and setup review mechanisms with all stakeholders.
- Channel Hygiene in Online Business With respect to MOP & Unauthorized Sellers.

Zopper.com**Mar 2015 to Dec2016****Manager Key Accounts – (Home Entertainment & Kitchen Appliances)****Roles & Responsibilities:**

- Responsible for managing Vendor relations for top selling brands in the company for entire electronics category e.g. LG, Samsung, Sony, Philips, IFB, Bosch etc.
- Handling sellers and Brands in North region. Responsible for revenue generation and maintain good relationship with the sellers and Brands in these locations.
- **Review and monitor performance and sales of key partners to manage their performance.**
- Ensure respect of contractual agreements and delivery deadlines by suppliers.
- Fixing of Proper Credit Limit with Brands / Vendor as per requirement.
- Taking Care of Brand/Vendor Payment and Credit.
- Coordinated with Warehouse team, Category Team, Accounts and Procurement team.

Snapdeal.com**Oct 2012 To Mar 2015****Deputy Manager Key Accounts – (Home Entertainment & Kitchen Appliances)****Roles & Responsibilities:**

- **Partner Management:** Managing tier, A & B category Partners.
- **Brand Alignment:** Aligned Brands and jointly rolled out exclusive Products adding to company Value.
- **End to end Vertical Management:** Managing Supplies vertical by virtue of key metrics such as **Sales, Margins, Conversion, NPS, SD+ alliance, Seller and Customer base.**
- Keep all the Top sellers engaged with the marketplace through daily interaction on live catalogs, introducing new catalogs and deals.
- **Margin Improvement:** Managing & negotiating margins for the company with sellers & trade Partners.
- On-boarding new sellers for the category while growing business for the current partners.

Achievements

- Won 1 **Alchemist awards-** (for Team coordination & performance).
- 1 Gold star award

Snapdeal.com**Aug 2011 to Sep2012****Business Development Associate****Roles & Responsibilities:**

- Work closely with Prime Vendors and sub vendors.
- Entrepreneurial in nature, have the ability to manage and grow multiple clients independently.
- Revenue generation through merchant acquisition.
- Interface with Customers to identify needs, present company programs to obtain orders either through marketing calls, responses to requests or from referrals.

Academics Details:

- MBA from Janhit Institute of Education & Information -2009-2011.
- M.Sc. in Chemistry from Bundelkhand University Jhansi 2006-2008.
- B.Sc. in Chemistry from CSJM University Kanpur2003-2006.
- 12th from UP Board Allahabad2001-2003.
- 10th from UP Board Allahabad1999-2001.

Personal Details:

Date of Birth	October 08th1986
Father's Name	Mr. Brahma Nand Mishra
Gender	Male
Marital Status	Married
Languages	English, Hindi
Hobbies	Travelling

Date:

Place:

(Ashutosh Kumar Mishra)