**SANDEEP DHODI** Email: [**sandeep.dhodi@hotmail.com**](mailto:sandeep.dhodi@hotmail.com)

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# Professional Synopsis

Knowledge full and insightful experience in Channel Sales & Distributed Management currently associated with **Matrix Cellular International Services** as **Delhi/NCR – Branch Manager (Sr. Manager – Channel Sales)** Almost 8 years of experience from **Mobile Banking, Business Correspondent Channel Handling, Bank Liasioning, Telecom, Consumer Goods** **Companies** to **Financial and Service Industry** with a strong background in distributor management, expansion, increasing market share, team building, new market launch, channel sales, B2B sales, team handling, franchisee development, new product launch and end to end channel expansion and development.

**I pride myself on strong customer acquisition, relationship building, and customer retention strategies.**

#### Channel Sales & Distribution Management

* Expansion of distribution network.
* Distributor hiring and training.
* Stock management/Inventory planning and production forecasting.
* Leading sales force and supporting them in achieving targets.
* Managing zone/area as a profit center.
* Identifation and development of various channels.
* Equipping every channel with required resources to achieve the targets.
* Manpower planning, hiring and training.

**Market and Business Intelligence**

Research, collate and analyze data from following indicative sources and suggest ways to enhance customer experience, expand product portfolio and add new customer segments:

* Primary research: work with market research agencies or otherwise to gather feedback (qualitative inputs) from existing/potential customers and channel partners on existing and new products
* Secondary research: do market sizing related research and pick up relevant information from publicly available sources.
* Competition mapping: Map and track competitors.
* Research and analyze internal business and customer data to provide historical, current and predictive (future) view to the business, customer and product to help make better decisions.
* Track business-plan and product performance.
* Provide direction and facilitate data support for multiple agencies keen to do research and analysis on Eko business and customer data.

## **Relationship Management**

* Co-ordination with other key stakeholders/departments like Marketing, Operations, Finance, HR etc,
* Working closely with agencies for marketing campaign design, execution of promotional activities and POSM implementation.

#### Brand Management

* Development of local market activities to maximize customer connect with the brands.
* Channel programs to enhance brand visibility and availability at different sales points.
* Creating and seeking budget approvals for campaign.
* Communicating campaign details to all stake-holders.
* Implementing the campaign.
* Tracking campaign performance.

**Work Experience**

1. **Feb’ 2014-Till date** as **Delhi/NCR – Branch Manager (Sr. Manager – Channel Sales)** with **Matrix Cellular International Services Pvt Ltd.**

Started in 1995, Matrix Cellular is the leading telecom solution provider for Indian travelers going abroad. We cater to a wide audience including leisure & business travellers and students studying abroad. We provide services all around the world and have our presence across India. Our services include International SIM, Insurance, Forex and Data solutions.

**Job Profile:**

* Responsible for Gross revenue and Net revenue of Global voice and VAS business.
* End to end responsibility right from pre-sales to after sale support.
* Identification and development of various channels for Global voice and VAS services.
* Heading sales operations for Delhi/NCR.
* Handling a team of 23 Managers and Executives.
* Expansion of distribution network along with Distributor hiring and training.
* Stock management/Inventory planning and forecasting for multiple countries.
* Marketing initiatives for brand awareness and sales promotions.

1. **Feb’ 2013-Till Jan’ 2014** as **HEAD – CHANNEL SALES in TRAVELKHANA,COM (Initiative by DURONTO TECHNOLOGIES PVT LTD)**

Travelkhana is a marketplace for rail travelers. About 6 billion passengers travel in Indian Railways each year. If anyone of us has travelled they will vouch for the fact that currently the availability of quality food in Indian Trains is something not to be excited about. Travelkhana solves this very problem for the railway passenger.

It offers a variety of choices to a Railway passenger so that the passengers can order food as per their liking and at their price point while they are travelling. The Travelkhana automated platform tracks trains in real time across India and ensures that fresh food is delivered to the passenger as per their choice in real time.

**Job Profile:**

* Developed various sales channels after validation.
* Channel sales, distribution management and team handling.
* **Promotional activities on ground to generate business through individual orders.**
* **Also developed alternate channel with tour operators for bulk orders which has taken the business to the next level.**
* **Leading on ground sales executive as well tele-sales executive team.**
* **Vendor management.**
* **Developed affiliate network with travel companies and concierge companies who are re-selling our services on a revenue sharing basis and building on our business.**
* **Co-ordination with IT team to implement feedbacks and improvement in the order booking platform.**

1. **Dec’ 2010-Till Jan’ 2013** as **ASSISTANT MANAGER - MARKETING in EKO INDIA FINANCIAL SERVICES PVT LTD**

**EKO INDIA FINANCIAL SERVICES PVT LTD Eko India Financial Services Pvt. Ltd.** is an Indian financial service company, which is a business correspondent (BC) service for State Bank of India (SBI), ICICI Bank and YES Bank, and provides no-frills bank accounts and deposit, withdrawal and remittance services to customers (nearly 80% of whom are migrants or the unbanked section of the population) through mobile banking.

**Job Profile:**

* Launched BC model in Delhi/NCR, UP West and Uttarakhand.
* Liasioning with Partnering Banks.
* Appointing CSP (Customer Service) in the assigned territory.
* Training CSPs to sell finance services and client servicing.
* Ensuring POSM at CSP as per RBI guidelines.
* New product launch.
* No frill account opening drives.
* Liasioning with Bank branches for business to grow domestic remittance.

1. **Sep’ 2009- Nov’ 2010** as **ASSISTANT MANAGER MARKETING in ZODHITA HEALTH SOLUTION PRIVATE LIMITED (DELHI BRANCH)**

**ZODHITA** is a health and hygiene company. The company works in collaboration with a US based pharmaceutical company that provides state-of-the-art R&D and manufacturing services. in ZODHITA HEALTH SOLUTION (P) Ltd has been operating in the market since 2008.

**Job Profile:**

As the first recruitment in North India for Zodhita, I was responsible for launching and driving Zuska range of products into one of the most competitive personal care market of Delhi/NCR.

* Recruited and lead North India’s entire sales team.
* Distributor selection and development.
* Product placement along with width and depth targets.
* Planning of primary and secondary targets
* Planning and execution of promotional activities for off take.
* Designing scheme to be competitive into the market against competition.
* Responsible for distributor ROI.

1. **Aug’ 2007-Till Aug’ 2009 as Territory Sales Officer in HINDUSTAN UNILEVER LIMITED (UTTRAKHAND & RAJASTHAN)**

**HINDUSTAN UNILEVER LIMITED** is India’s largest fmcg company and Indian arm of one of the world’s biggest fmcg giant **UNILEVER**.

**Job Profile:**

**Distributor Management**

* Responsible for expansion & profitability of the Distribution through category as well as channel growth.
* Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine-tuning of sales & marketing strategies.
* Identifying and networking with financially strong and reliable dealers and channel partners, resulting in deeper market penetration and reach.
* Responsible for demand planning & managing inventory pipeline, ensuring ready availability of products as per the market demand.
* Increasing each brand’s market share by **Effective coverage**.
* Channel Relationship and motivation towards developing an emotional bond with the company.
* Covering various institutes like residential school & colleges for sale of daily consumables.

**People Management**

* Managed 2 RS (Distributors), 4 RSSMs, 5 Suppliers and 1 Merchandiser.
* Enhanced sales through IDC (In-Direct Coverage) and Substokists.
* To give training to RSSM.
* To motivate and evaluate the performance and professional skill of RSSM.
* To ensure and secure individual target achievement of every RSSM.
* Responsible for appointing and training new sales staff (RSSMs).

**Short-Term Experiences**

**Company Duration**

ITC Limited - Saharanpur. 8 weeks.

**Topic :** Comparison of ITC with Parle & GPI.

**Brief :** Comparison done on parameters like distribution, service frequency, coverage, quality of service, customer preference and retailer’s inclination towards ITC products. Areas covered mainly Garhwal (New Tehri, Rishikesh, Srinagar and Uttarkashi).

**Company Duration**

TITAN (TANISHQ) - Dehradun. 5 weeks.

**Topic:** Festival promotional activities at Tanishq Boutique and upcountry areas.

**Brief :** Worked on festival (Navratra. Karva chaut, Dhanteras and Diwali) detail BTL activity plan. Ensure timely activity plan and execution. Helping Tanishq Boutiques in achieving desired targets set by company. Track competition performance and mapping same. Suggestive measures to improve growth in region. Conducted Road show / exhibition in Haridwar after the initial feasibility survey. Organized PRESS CONFERENCE for awareness and marketing of the Road Show.

**Company Duration**

HDFC BANK- Dehradun 4 weeks.

**Topic:** Comparison of saving a/c of different banks.

**Brief :** Survey done by directly interacting with customers and secondary data. Found out a close competition with little difference in various features of products with ICICI being the most preferred one by the customers.

**Company Duration**

XEROX- Lucknow 4 weeks.

**Topic:** Sales and Marketing of Xerox products.

**Brief :** Selling and marketing of Xerox products like scanner, copier, printer, fax machines, plotters and MFD (multi functional device) PE16 in Lucknow.

**Company Duration**

Reliance Retail Limited 3 weeks.

**Topic :** Manpower Planning.

**Brief :** Conducted a survey on various retail stores in Lucknow and Dehradun in order to find out their organization’s structure, salary structure, their span of control, appraisal system etc.

# Achievements

* Certified from ACCENTURE for the following courses
* [Generating Creative and Innovative Ideas](javascript:LMS_Training_TrainInfo(24073);)
* [Developing Relationships With Your Customers](javascript:LMS_Training_TrainInfo(62053);)
* Customer Case Fill On Time.
* Implementing & driving improvements to On Shelf Availability.
* Introduction to PROJECT MANAGEMENT.
* Received **Directors award** for outstanding achievement in **March Quarter ‘08** in Hindustan Unilever Limited.
* Awarded MOC STAR for November ‘08 in UNILEVER from HILLS SALES AREA COMPRISING OF UTTARAKHAND, HIMACHAL and J&K.
* Honored on occasion of Fair & Lovely becoming India’s biggest Personal Products Brand after crossing 1000cr.
* Achieved superlative growth in Ajmer territory in HUL by taking it from 12 lacs to 21 lacs in just 5 months.
* Under took various unique promotional initiatives such as
  + Done Inshop branding to enhance Bru Coffee and Knorr soup sale at a café shop.
  + Placed Huggies at various Baby shops and stores to enhance visibility and sales.
  + Initiated Pepsodent project to enhance market share in my territory.
* Achieved channel expansion targets for 4 months continuously at Eko.
* Single handedly launched and managed Financial Inclusion plan in Ghaziabad along with SBI at Eko.

# Academic Credentials & Skills

* MBA (Full Time) in Marketing & Finance from Amity Business School Lucknow in 2007.
* BBA (Full Time) in Finance from Academy of Management Studies Dehradun (Uttrakhand) in 2005.

# Personal Details

**Date of Birth : 2**5th Jun’1985

**Languages Proficient in :** English, Hindi, Garhwali and Punjabi.

**Marital Status :** Married

**Home Town : Dehradun, Uttarakhand.**

**Family Background:**

**Father’s Name :** Mr. Mohan Dhodi

**Occupation :** Businessman

**Mother’s Name :** Mrs. Pramila Dhodi

**Occupation :** House Wife

**Current Package : 10,40,000(Fixed) + Variable**

**Current Location : New Delhi**