# Kamal Vikram Dhar

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**Date of Birth:** 21st November, 1984

Marketing & Business Development Professional

**PROFILE & STRENGTH**

* A result oriented professional with **over 7 years** of rich experience in Sales, Product Management/Marketing Key Account Management & Retail & Market Operations.
* Presently working with **HCL Infosystems as Product Manager.**
* Adept in marketing communication, image and brand building, training, leading, growing and managing professional associates, client relationships and Business Development.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities.

**PROFICIENCY FORTE**

Marketing professional with more than 7 years of rich experience of different verticals of sales and marketing. Expertise in Modern Trade. Handling national level profile of Product management. Have experience of hardcore channel sale, product management and key account management, retail marketing activations, display management, SSE management, weighted and numeric distribution, target setting and allocation. Developed urban & rural retail accounts. Jumbo, ITC and Hariyaali were the three main accounts I’ve handled in LG. Premium product marketing. Negotiations with key accounts for plannogram and business development. Pricing strategy formulation. Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning. Developing and implementing a company-wide go-to-market plan, working with all departments to execute.

**EMPLOYMENT CHRONICLE**

**HCL Infosystems Sep.2011 to till date**

**National Product Manager**

**Responsibilities**

Managing product lines

Developing traditional & alternate channels

Sales Planning and target allocation

Managing the entire product line life cycle from strategic planning to tactical activities.

Analyzing potential partner relationships for the product.

Business development & Expansion

Managing profit & loss in targeted PBT

Promotions & Activations

Stock sourcing & planning

Pricing strategy formulations

**LG Electronics India Pvt. Ltd. June 2006 – Sep. 2011**

**Key Accounts Manager Modern Trade (2011)**

***Responsibilities Handled***

* Handled national level operations of key accounts
* Business Development
* Execution of Plannogram
* Client Relationships
* Accounts handling are Jumbo /ITC and Hariyaali Kisan Bazar
* Creating strategies to develop business and profits mutually
* Marketing activations to support secondaries
* Negotiating TOT with the accounts
* Trade standards adherence as per TOT
* Promotion planning and dissemination to the regional teams
* Account wise strategies and tactics for increasing volumes
* Build relationship with account team (all functions)
* Communication of launch/events to KA

**Assistant Manager Modern Trade Delhi(2009-2010)**

***Responsibilities Handled***

* Execution of Display plannogram
* Development of marketing calendar for activations in MT stores
* Execution of planned activations in due course as per festivals and designed calendars
* SSE management
* Business expansion of LG products in MT stores
* Identify hot branding spaces and execution
* Co-ordination with supply chain and service for better customer orientation
* Increase the sell in and sell out ratio

**Sales & Marketing (2006 -2009)**

***Responsibilities Handled***

* Business expansion of Modern Trade for Delhi Region, Sell in and Sell out plan, Marketing and

Branding of LG

* Providing conceptual inputs for planning and execution of various store promotions, as per calendar
* Team Person of Sales & Networking for Pan India Region ( GSM Business, LG Mobile/Year 2006 )
* Area Manager for Central Region, Jabalpur /Year 2007
* Area Manager Modern Trade & Development, Uttar Pradesh

**Achievements:**

* Awarded as best functional employee in LG India for the month of August 2010
* Strategic Alliances for Consumer acquisition programs
* Business extraction from Modern trade parties in Northern region from Woolworths, Home Solutions, Reliance Retail, Aditya Birla retail, Spencers etc.
* Conceptualized and implemented local sales promotion activities across Jumbo Stores for LG
* Resourcefully developed Ghaziabad Market as highest profit making for Modern Trade in Northern Region.

**EDUCATIONAL & PROFESSIONAL DEVELOPMENT**

#### Post Graduate Diploma in Business Management  International School of business and Media, Pune  2006

#### B.Com  Allahabad University  2004

**REFERENCE**

To be furnished upon request

Available for Relocation