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**PRANJAL AERON**

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***In pursuit of challenging assignments that would facilitate the maximum utilization and application of my broad skills and expertise in making a positive difference to the organization***

Young, energetic and result oriented **Integrated MBA** - **Marketing** & HRSuper Specialization International Marketing professional with 3.5years of experience in Sales and Distribution of Telecom/Digital Products; Re designated twice vertically within 2 year span of time within organization. Persuasive communicator with exceptional relationship management skills with the ability to relate to people at any level of business and management; highly ethical, trustworthy and discreet;

* Proven capability in tackling the issues of organize trade/modern trade Telecom/digital products and other related lines
* Adroit in learning new technologies; Ability to work both in independent and collaborative milieu
* Proactive approach in initializing and accomplishing the tasks
* Sound communication skills through patient and persistent dialogue; Disciplined, versatile and big picture thinker;

**Core Competencies**

* Sales Management
* Stock Management
* Product Marketing
* Modern Trade
* Channel Sales
* Team Management
* Inventory Management
* ATL & BTL Activities

**Professional Experience**

**BrightPoint India Pvt Ltd (Ingram Micro Mobility) (Oct’12 – Till date)**

**Sales Manager- West (Modern Trade)**

**Key Deliverables:**

* Create and drive business plans with the Senior Management and buying teams of modern trade partners.
* Responsible for major modern trade partner - Croma,Reliance,Future Retail, Future Value, Vijay sales, Planet M
* Design and implement Planogram, ranging new SKU and regular replenishment.
* Ensure account profitability. Responsible for creation and execution of marketing campaigns with partners.
* Drive operational excellence through systematic and process driven tools internally within company.
* Responsible for budgetary control, over-rider and rebate payments.
* Regular reconciliation closure with accounts for effective measurement of monthly and quarterly profitability.
* Timely collection of overdue, enhancement or reduction of credit limit by ensuring regular track.

**Key Achievements:**

* Excellence Award for highest ever achievement in west for month of April 2013.
* Re-started accounts on hold from last one year by closure of pending reconciliation

**Idea cellular Limited. Mumbai (June’12 – Oct’12)**

**Assistant Manager - Sales (Modern Trade)**

**Key Deliverables:**

* Handling sales position, with total profit and loss responsibility for the South Mumbai Territory. Supervised up to 35 sales representatives.
* Developed a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
* Responsible for the performance and development of Modern Trade Accounts
* Initiated and coordinated development of action plans to penetrate new markets.
* Insures that all Executives meet or exceed on all KPI’s
* Successful implementation of marketing plans and schemes as needed.
* Recruit, test, hire and retention of Executives based on criteria agreed upon by senior management.

**Key Achievements:**

* Highest ever data product Target V/S Achievement - 122%.
* Introduced new referral credit program

**HCL Infosystems Limited, Mumbai (Jan’12 – June’12)**

**Key Accounts Manager (Product :- Digital Entertainment)**

**Key Deliverables:**

* Manage Key Accounts National & Regional Organized trade retail chains.
* Accounts handled Croma , Pantaloon Retail , Vijay sales , Planet M , ABRL , Next Retail , Hypercity.
* Responsible for merchandise control, pricing, margins, product mix, promotions, training, inventory management, etc for all Key Retail Chains pan India.
* Create effective marketing /sell thru campaigns along with the National partner & help increase Sales /visibility across retail chains.
* Work closely with the Category team of all Key Retail Chains & engage with their regional /state operations teams across India.
* Devise Sell Thru Schemes/Sales team incentive programs to increase sales.
* Manage Revenue assurance, forecasting process, internal validation process for sales offers, customer relationship management, and communication (internal and external) and marketing activity.

**HCL Infosystems Limited, Mumbai (Julyʻ11- Dec’12)**

**Key Account Operations Manager**

**Key Deliverables:**

* Responsible for generating business opportunities within the assigned key accounts. Develops account plans, strategy and drives the implementation of key account plans.
* All key Account headquartered in West handled nationally from operational prospective.
* All Product line supplied by HCL :- NOKIA , KODAK , APPLE , SANDISK , EMTEC , HITACHI , HCL ME Brand Tablet & Gaming series.
* Identifies products and/or solutions to meet customer needs to maximize business opportunities.
* Builds understanding of customers key business drivers and uses this knowledge for developing and creating profitable business proposition and partnership.
* Acts as business liaison with the assigned key accounts. Manages consistent and effective customer relationships at senior executive levels.
* Holds accountability and responsibility for the assigned key accounts’ purchases, company revenue & services, customer business plans, business engagement & reviews with objective to achieve joint business objectives.
* Liaise with sales managers for operational matters for the assigned key accounts and marketing team related to marketing supports/activities.
* Monitor, analyze & strategize for the key result areas i.e. account objectives, account development / implementation, resources management, customer relationships and service levels.

**Key Achievements:**

* Process formulation & implementation of procurement plan program
* Optimum Virtual stock location management.

**HCL Infosystems Limited, Mumbai (Jun ‘10 – Junʻ11)**

**Key Account Executive (Product :- NOKIA)**

**Key Deliverables:**

* Involvement in Primary sales to modern format retail chains and secondary sales from assigned territory.
* Retail chain handled The Mobile Store , Future Axiom , Hyper city , Jumbo , Reliance Digital.
* Responsible for managing market hygiene
* Providing training to staff
* Accountable for execution ATL& BTL activity and Inventory Controlling & Management
* Maintaining the database of Customer sales report and data
* Ensuring the partners are properly authorized as per the organization model
* Administering the designated partners to perform against short and long term company goals across channels
* Responsible for executing both ad hoc/ and partner programs
* Implementing Market Development activities and permanent channel programs

**Key Achievements:**

* Successfully launched new product with 100% WOD
* Process formulation for DOA/DAP and implemented effectively
* Process flow chart for brand visibility & marketing activities and implemented effectively

**Internship**

**Organization:** Aditya Birla Nuvo Limited

**Role:** Management Trainee

**Duration:** Mar ‘09 – May ‘09

**Projects Handled**

* Carried out the following Desk Projects
  + Market and Distribution Channel Study Project for Compact Fluorescent Lamp (CFL lights)
  + Impact of Celebrity Endorsement on FMCG Sales
  + Integrated Marketing Communication Benefits.

**Academic Credentials**

**Integrated MBA** with specialization in **Marketing & HR Super Specialization International Marketing** from IIPM, New Delhi in 2010 with 65%

**Higher Secondary** with specialization in **PCM (Science)** from Green Land Academy & NIOS in 2007 with 61%

**Senior Secondary** from Translam Academy International, Meerut in 2004 with 62%

**Other Credentials**

**Certificate Course A1 Level (French Language)** from Alliance Francias De Delhi in 2007 with 84%

**Other Particulars**

###### Secured 100 marks in Business Policy (MBA)

###### State Level - Roller Skating

* CBSE Cluster Level - Volleyball

**Personal Details**

**Date of Birth:** 22nd August, 1987

**Languages Known:** English, Hindi and French

**Mailing Address:** D-104 Eden Estate, Plot No. 45, Sector 10, Kamothe, Navi Mumbai

**Permanent Address:**  A/12 Sarvodya Colony Lane No. 2 Meerut, U.P - 250001

**Other Interests:** Public Speaking, Listening to Music, Roller Skating & Photography.

**(PRANJAL AERON)**