Aashima Gogia

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MIDDLE- LEVEL SALES PROFESSIONAL

Over 4 years of success managing Sales and Channel Relations

Hard charging sales professional with over 4 years of successful sales leadership in startup and territory expansion situations for some of the biggest names in handset industry, Blackberry and Samsung. Consistently earned top ranks in sales performance in every position by bringing revenues, profits and market share to new heights.

* Designed and executed Blackberry sales strategy to grow sales from 17.5 million to 80 million in over 1 year.
* Consistently ranked as Top Area Manager

**Gifted Sales Strategist and Tactician** who excels in driving revenues through innovative and focused merchandising and sales force/ channel development program. Noted for pioneering program to share personal sales best practices with resellers that are subsequently adopted by all regions nationwide.

**Product Evangelist and Sales Leader** practiced in driving market enthusiasm through public speeches to analysts and industry trade groups. Accomplished in turning mediocre performers into high performance sales team and managing and motivating sales channel teams.

**CORE COMPETENCIES**

* Strategic Marketing Planning
* Marketing Strategy Development & Implementation
* Business Development
* Territory Management
* Channel sales strategies
* Sales force Development
* Merchandising & Promotions
* Sales Best Practices

**PR**OFESSIONAL EXPERIENCE

**Sr. Manager – Account Management** May’13- till date

OPTIEMUS INFRACOM Pvt ltd. (Samsung Division)

National partners for Samsung handsets for organized trade having an annual turn-over of USD 100 Billion.

Recruited to oversee the 1200 sales field force program nationally and handle the forecasting and fulfilment for all the major LFRs across the country.

Notable accomplishments:

* Accountable for the forecasting and fulfillment.
* Responsible for meeting the sales value and profitability targets for Samsung handsets.
* Responsible for the strategic leadership, talent management & target achievement of the field force team. Continuously review of current business process for efficiency, consistency and effectiveness. Established standard work where possible. Build templates and share best practices to constantly raise the bar on performance and delivering result.
* Accountable for Inventory Management at Zones. the focus was on keeping inventory at zones at a 7 days level & Devise strategies to liquidate slow moving SKU’s in zones
* Credited for strategizing and executing successful schemes regularly for various chains to increase the sales.
* Sales target: USD 85 Billion – Sales Achievement: USD 102 Billion (2013).
* Ensuring minimum MOQ is maintained across all 26 warehouses nationally.
* Responsible for liquidation of EOL and aging stock.
* Successfully established parallel distribution network for HTC handsets.

Operations Head **AUG’11 – MAy’13**

**SmartPhones360.in**

Launched grassroots startup e-commerce Company. Carried out full-scope responsibilities for operations, financial management, policies and procedures, strategic planning, technology, and sales/marketing. Managed all sales activities nationwide and was in charge of increasing performance through creative and selective service capabilities packages. Oversaw a staff of 12.

Noted accomplishments:

* Built business from ground up, taking it from zero to $20M plus per year and growing staff 0 to 30 employees.
* Expanded business through negotiations and acquisition of related business including
* Translated Director’s vision in to strategy defined and implemented business plan for the concept and successfully launched the product within the given time frame.
* Created & executed numerous online and on-ground marketing programs including: BTL, ATL, SEO/SEM, online advertising, social media marketing, and press releases.
* Planning various promotional activities for better revenues & effective inventory management.
* Studying market trend & consumer buying behavior for future business prospects.
* Developing relationship with vendors for procurement of innovative product range at appropriate pricings.
* Considering the trend & technology to source products accordingly. Maximizing the margins for the category & managing increase in the Net revenues for the category & product.

Area Sales Manager **APRIL’10–AUG’11**

**BLACKBERRY**

One of the global leadears in mobile communication which revolutionized the mobile industry when it was introduced in 1999

Recruited by the CEO to re-establish relationship with recently lost sear accounts. Challenged to rebuild severely tarnished relationships. Oversaw staff of 32.

Noted accomplishments:

* Developed sales roadmap which provided for +$2M in annual sales by 2010 as compared to $0.72M in 2009. Analyzed existing sales channel relationship and developed all new sales strategy focused on market leaders who could drive sales and increased market presence in the assigned territories.
* Noted for driving 278% increased sales level in 2010.
* Credited for successfully strategizing and implementing various schemes for the retailer and distributor level.
* Achieved sales person of the month for 5 consecutive months.

PROJECT DETAILS

**MARKETING AND MEDIA MANAGER Mar’09 – May’09**

MARG COMPUSOFT Pvt. Ltd

Title: A study on business opportunities in IT solutions industry with special reference to branding of Marg Compusoft Pvt. Ltd.

Scope of Project I was responsible for market research, brand promotion and sales at select outlets of pharmacy around 34 cities of India. I also organized two events for them “MARG Pharma- IT MEET” in Jaipur and Jodhpur for promoting their Pharmacy software. Did recruitments and also imparted soft skills training to the staff. I also got an exposure for rural marketing as it involved me to visit the rural areas and do business development and also find people to take up our franchise.

PRIOR EMPLOYMENT

Process Associate – ANNIK TECHNOLOGIES Pvt. Ltd.

CCE – GMT

EDUCATIONAL BACKGROUND

MBA (Marketing & International Business) KBS- Center for Management Research, Maharashtra 2010

B.Tech (Electronics & Communication) Maharishi Dayanand University, Rohtak 2007

BCA (Bachelors in Computer Application) Maharishi Dayanand University, Rohtak 2007