

## MADHU H.KPremium CV Featured Resume

Senior Manager seeking roles in Marketing Management,Business Development,Brand Management,Distribution Management,Channel Management,Go-to-market Strategy,Assisted Selling,P& L Management,EBIDTA Growth,Strategic Alliances,Multi-Channel Strategy

Current Designation: Senior Manager-Operations

Current Company: CPM India Sales & Marketing Pvt. Ltd

Current Location: Mumbai

Pref. Location: Bengaluru / Bangalore

Functional Area: Marketing / Advertising / MR / PR

Role: Mktg Mgr

Industry: FMCG/Foods/Beverage

Marital Status: Married

Total Experience: 11 Year(s) 0 Month(s)

Notice Period: 2 Months

Highest Degree: MBA/PGDM [Marketing]

Key Skills: Senior Manager,Regional Marketing Manager,Marketing Management,Business Development,Brand Management,Distribution Management,Channel Management,Go-to-market Strategy,Assisted Selling,P& L Management,EBIDTA Growth,Strategic Alliances

Verified : Phone Number | Email - id

ID: 6f6f0c7303db49c9afcc117753650441Last Active: Jul-Sep 2020Last Modified: Jul-Sep 2020

[Jump to Section](#)[Work Experience](#) | [Education](#) | [IT Skills](#) |

[Summary](#)

Competent Professional with nearly 11 years of experience in driving P&L by managing General Trade Sales & Channel Management

Consistently improved gross performance by increasing share of business in the market and attained revenue growth

Taking ownership for brand management by achieving margin & volume targets & growth through Dealer Distribution Management

Passionate sales leader with proven success in rolling-out winning go-to-market sales strategies that produced sustained top line & bottom line growth even in economical adversities

Successfully transformed under-performing business units and teams, into top-performers; delivered multi-fold growth of CAGR (Compound Annual Growth Rate), EBIDTA & market share

Launched businesses, grew revenue & profitability by double-digits; set-up direct & channel eco-system and franchisees across markets

Transformed non-performing business units into top-performers

Led launch of multiple brands in MT and GT

## Work Experience

CPM India Sales & Marketing Pvt. Ltd as Senior Manager-Operations

Aug 2019 to Till Date

### Key Result Areas:

Heading top-line & bottom-line revenue growth and managing total annual turnover

Driving business growth in terms of value, volume, market share & introducing new ideas & concepts

Contributing to strategic inputs on investments to be made to produce "sustainable" revenue growth

Building processes to create an effective sales organization; identifying changes in market demand and modifying strategies for expansion of market share & achievement of revenue targets

Proactively identifying market demands and modifying strategies for achievement of revenue targets; preparing marketing guidelines for a product or product line through planning, market research, competitive analysis & business planning

Establishing network of direct distributors, traders and commission agents; designing distribution strategy to achieve segment-wise targeted sales volumes and state & city-wise market shares

Proactively identifying changes in market demand and modifying strategies for expansion of market share & achievement of revenue targets

Steering a business turnover of channel 500 Million and mentoring a Business Execution Team of multiple clients on a PAN India basis (L'Oréal ISP's, L'Oréal Merchandisers, Marico Beauty Advisors, Marico GT Merchandisers, Roche Diabetics Care, FCL, True Farms & Setu)

Spearheading 1500+ (5 Program Manager, 2 ZM's, 5 ASM's, 60 Supervisors, Associates and Merchandisers)

Building a scalable, sustainable model for client's which provided consistent & superior product experience to consumer through accelerated sales

Improving:

P&L for L'Oréal, Marico, Roche Diabetic Care, True farms, Setu & FCL contributing 15% profit to overall profit target of CPM India Sales and Marketing Pvt. Ltd.

Consistency and standardizing operations and processes across different clients and channel partner (Brand Team, Modern Trade Team, Customer Marketing Team) to ensure desired product experience to consumer

Managing all billings, payments and collections from clients

Highlights:

Leading business vertical for the personal care products of L'Oréal & Marico Assisted Selling Team, L'Oréal & Marico GT Merchandising Team, Roche Diabetic Care-Retail & Institutional Sales Team with total manpower strength of 1500+ employees in India with business volume of 300 Cr

Formulated go-to-market strategy for 'Assisted Selling Model', for any new product launch and expansion of existing portfolio to newer market

Hindustan Field Service Pvt. Ltd., as Project Lead

Aug 2018 to Aug 2019

Growth Path

Field Manager, Bangalore (Pepsodent, Close up, Axe & Baby Dove Brand)

Aug'18-Aug'19 Project Lead, Mumbai

Key Result Areas:

As Project Lead

Mentored the Business Execution Team of 1000+ Associates, 8 Field Managers and 27 Team leaders PAN India for products such as Surf Excel, Comfort, Easy Wash, Pepsodent, Close Up, Ayush, Domex & Cif and a business turnover of channel 390 Million

Formulated monthly & quarterly plans to drive volume, value, market share and activations in the region

Planned all brand activation / channel activations at store level by working closely with CMM, and Customer team

Conducted data analysis of Nielsen, Internal Sales, customer off take and activation to understand the gap and opportunities & build plans

Executed the merchandising, and in-store execution to ensure execution of merchandising KPIs

Boosted field efficiencies, TOT planning & adherence, business planning & market share deliverables

Built relationship matrix between field team & customer store team

Collated data and formulated reports to track various parameters such as sales efficiency, sales achievement and champion's scorecard and discuss with the team

Ensured new product management by working closely with CMM, supply chain to understand the channel priorities on new launches/ channel specific plan

Developed a plan to roll out GTM (go-to-market) strategy, superlative execution in terms of distribution and basic field efficiencies

Liaised with National Head Modern Trade & Alternate Channels, RSM, Area Heads -Modern Trade Account Specialties, Supply Chain - MT & region, Commercial team - MT, Customer Marketing Manager (CMM)

Formulated monthly & quarterly plans to drive volume, value, market share and activations in the region

Planned all brand activation / channel activations at store level by working closely with CMM, and Customer team

Conducted data analysis of Nielsen, Internal Sales, customer off take and activation to understand the gap and opportunities & build plans

Executed the merchandising, and in-store execution to ensure execution of merchandising KPIs

Boosted field efficiencies, TOT planning & adherence, business planning & market share deliverables

Built relationship matrix between field team & customer store team

Collated data and formulated reports to track various parameters such as sales efficiency, sales achievement and champion's scorecard and discuss with the team

Ensured new product management by working closely with CMM, supply chain to understand the channel priorities on new launches/ channel specific plan

Developed a plan to roll out GTM (go-to-market) strategy, superlative execution in terms of distribution and basic field efficiencies

Liaised with National Head Modern Trade & Alternate Channels, RSM, Area Heads -Modern Trade Account Specialties, Supply Chain - MT & region, Commercial team - MT, Customer Marketing Manager (CMM)

Hindustan Field Services Pvt Ltd as Field Manager

Oct 2014 to Jul 2018

Highlights:

Mentored a team of 217 Associates & 9 Team Leaders across South & East India (Bangalore, Mysore, Mangalore, Hyderabad, Vizag, Chennai, Thiruchy, Coimbatore, Kolkata & Patna)

Led the brand development, managed PAN-India for a year and projects in creative development, measurement and execution (Pepsodent & Close UP)

Worked with modern trade account specialist, dentist, dental colleges to support the business goals

Boosted sales from 25K units to 2.5Lac Units per month

Organized 1200+ and 2500+ Free Dental Camps in 2015 and 2016 respectively of Behalf of World Oral Health Day PAN India

Colgate Palmolive as Oral Care Associate

May 2013 to Oct 2014

- \* Planning, organizing and implementing strategies to achieve sales objectives.
- \* Day to day management of Sales and marketing.
- \* Event Organization and management.
- \* Conducting Activities at various levels { Corporate Offices, Dental Colleges, Institutions, Clinics, Hospitals and Various City Campus}
- \* Manage and develop channel network consisting of Distributors, Stockiest, Dealers and Retailers to meet sale targets.
- \* Productivity analysis and resource allocation among different areas.
- \* Conducting multi-media promotional marketing activities.. .
- \* Giving expected growth over last year sales.

Cipla Pharmaceutical as Business Manager

Nov 2009 to Apr 2013

Nov'09-Jun'10 Management Trainee at Bangalore HQ.

Jul'10-May'11 Territory Manager (CIPLA) at Bangalore H.Q

Jun'11-Apr'13 Business Manager/Regional Manager (CIPLA), Bangalore -Kolar & Tumkur Regions with team of 7 persons i.e. Management Trainees & Territory Managers

[^ Back to Top](#)

Education

UG: B.Sc (Chemistry) from University of Mysore in 2008

PG: MBA/PGDM (Marketing), Correspondence/Distance Learning from Karnataka State Open University (KSOU) in 2012

Other Qualifications/Certifications/Programs:

M.B.A. (Finance & Marketing)

General Management program-Stepping into leadership

[^ Back to Top](#)

#### IT Skills

Skill Name	Version Last Used	Experience
------------	-------------------	------------

Software SAP ECC 6.0.		
-----------------------	--	--

SAP SD		
--------	--	--