**KULDEEP SINGH RATHI**

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House No. 365, Sector 13, Vasundhara, Ghaziabad, UP



**CHANNEL SALES PROFESSIONAL**

Strong track record of exceeding performance benchmarks throughout the career span, seeking challenging assignments.



PROFILE

* Dynamic and diligent professional with successful career span of ***8 years*** predominantly in steering business development, Channel Sales, Marketing, Customer Satisfaction, Brand Management, Revenue Generation, Profitability and Market Share
* Capable of creating and developing strong network of channel partners – dealers, distributors etc to widen product distribution and deeper market penetration
* Demonstrated competencies in designing & implementing sales & marketing plans at Regional Level to realize ambitious sales and profitability objectives while achieving continuous growth and successfully adding various large accounts to company’s portfolio
* Proven strengths in exploring and exploiting business opportunities across all potential business segments- channel partners, dealers, sub dealers and direct customersetc.
* Deft in mapping business dynamics and realigning strategic and operational drivers to combat competitive forces & stay firmly afloat with impeccable track record of delivering superior performances under demanding work environments



PROFESSIONALEXPERIENCE

**PIE Housing Pvt. Ltd.**

**Since Dec. 2011**

Sr. Manager-Sales & Marketing

* Handling a team of Five executives and generating the revenue for the company.Identify and appoint new channel partners/ distributors to enhance business development through formal presentation, while working closely with the sales channel to ensure target achievements.
* Exceed revenue objectives while continuously creating and cultivating opportunities for revenue generation in a positive and professional manner achieving assigned targets by developing and maintaining quality business relationship with prospective and existing partners.
* Establish healthy business relations with clients & external associates for securing repeat business & long term loyalty and work towards solving their queries and complaints efficiently
* Building & maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norm.
* Actively involved in influencing relationship building with corporate and the property consultants.
* Utilizing market information & personal network to develop marketing intelligence for generating leads.

**H&R JOHNSON (INDIA) LIMITED July2008to Oct. 2011**

Sr. Executive- Sales

* Conduct market analysis to get a fair idea of the latest market trends and the competitor moves ahead to achieve market share metrics by providing appropriate product mix & pricing strategies
* Ensure timely order execution & delivery as well as collections from the clients within the stipulated credit period while managing the distribution system of the company and maintaining smooth operations
* Forecast product requirement by analyzing market and competitors regularly aiming at achieving best possible revenues for diverse product line
* Prepare strong and reliable MIS reports for facilitating the decision making process and liaison with Management for extensive market penetration
* Identify and appoint new channel partners/ distributors to enhance business development through formal presentation, while working closely with the sales channel to ensure target achievements.

**SURAJ VANASPATI LIMITED Oct. 2005 – Jun 2008**

Executive - Sales

* Deftly handled the sales & business development operations across Ghaziabad region, dealt in APNA VANASPATI and managed a network of distributors and wholesalers



EDUCATIONALCREDENTIALS

**Master in Business Administrations - Marketing & IT** 2005

Jaipuria Institute of Management, Ghaziabad

**Bachelor of Computer Application** 2002

Institute of Management and Research

**TRAINING**

Organization Kajaria Ceramics Limited

Title Analysisof consumer behavior toward Kajaria CeramicTiles in both rural & urban areas

Place Sikandarabad

Duration 6 Weeks

**PROJECT UNDERTAKEN**

* Consumer Analysis of DABUR Real Fruit Juices



**Date of Birth**: 9th July 1982; **References**: Available on Request

**Date: Kuldeep Singh Rathi**