

# CHINMAY PANDA

## SALES & MARKETING



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## SKILLS

- Interpersonal Communication
- Leadership
- Problem Solving
- Data Analysis
- Customer Relationship Management
- Business Development

## EDUCATION

BA - SPECIAL SUBJECT SALES  
Gujarat University

2001 - 2004

HSC

CBSE

2000-2001

## LANGUAGES

English	Speaking, Witing
Hindi	Speaking, writing
Gujarati	Speaking, reading
Oriya	Native Language

## CAREER OBJECTIVE

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.

## PROFILE

I am a strong, skillful, and self-organized Marketing person and having 10 year's of relevant experience in building material industry where mainly I looked after loyalty programs and working for maximum demand generation. My key focus area is tertiary sales.

## EXPERIENCES

### 2023 Polycab India Limited - Chief Manager - (Current Position)

- Drive Influencer scouting and segmentation for the zone (Large Electricians, Electrical contractors, Small Electricians etc.)
- Ensure BD team's adherence to beat plan of influencer engagements and execution of BTL marketing plan for influencer engagements
- Monitor NPS of active influencers and ensure their monetary/non-monetary benefits are disbursed in fair, timely manner
- Improve effectiveness & returns by driving lead conversions & premiumization
- Provide timely and ongoing feedback to HO and sales teams about market developments
- Reviews performance of territory BD team and ensures close coordination with sales & marketing teams
- Establish and maintain strong professional relationships with key influencers – ensure consistent billings on app
- Consolidate & communicate feedback on key areas of improvements in the digital tools utilized by influencers & BD team
- Regular touchpoints with top influencers (as well as retailers) to ensure enrolments, site/lead referrals and conversion, find need gaps and market best practices
- Lead site visits for top contractors, compete contractors and drive conversions and engagement
- Manage 10 BD Team MSRs, ensure availability of 100% of team strength
- Guide and manage the business development team and help drive target achievement

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### **2017    *Merino Industries Ltd - Asst. Manager***

- Ensure smooth running of program within the targeted cities.
- Ensure meeting targets: recommendations, activations, submissions, lead closures, disbursement of rewards.
- Ensure proper working of KRE's, Addressing Concern's if any
- Ensuring adequate amount of POSM in all cities at any given point of time
- Coordination with the Sales Team for organizing Nukkad Meets and local events in support with Regional trade marketing manager.
- MIS – TRACKING & ANALYSING REPORTS. Regularly sharing key insights with KRE's & guiding them basis data
- On weekly basis extracting key reports from the modules & sharing data with KRE's
- Sharing insights from the reports & accordingly guiding KRE's to achieve success
- Management Reviews - Presenting program status in weekly/ monthly management reviews.
- Market Mapping – mapping the assigned territory & ensuring KRE's do proper GTM as per module developed in app
- Competition mapping – Share competition reports on monthly basis.
- Liasoning with sales and ensuring lead conversions & closures

### **2013    *Pidilite Industries - Center Incharge***

- Looking After Loyalty program - Fevicol champion's club
- Closely working with key wood contractors and carpenters
- Maximize leads record and conversion
- Conducting field activity like SGA, Contractor Meet and CFRM
- Tracking Reward Activity
- Handling Gift Redemption Process
- Tracking and analyzing report and sharing inputs regarding trend and key insights
- Guiding IMR regarding product and site conversion

### **2010    *Khodiyar CAD - Business Development Officer***

- Business development with industries, Corporate and Educational Sector
- Marketing & Selling of Software like AutoCAD, Ansys, Solid works and Creo

### **2006    *Hitech BPO - Sr Executive***

- Making new vendors for new projects
- Searching for new market territory as well as new clients and customer

### **2004    *Dish TV - Executive***

- Making new vendors and distributors
- Product Promotion

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### REFERENCES

Jayesh Rajamalani	Pidilite	8347005008
Rakesh Prajapati	Pidilite	8347005014
Ashish Aman	Merino	9327799279
Virendra Lahoti	Merino	9327799281

Your Sincerly



Chinmay Panda