



PIYUSH M. MISTRY

MANAGEMENT PROFESSIONAL: Profit Center Operations | Channel Management | Business Development

Professional Snapshot

Innovation-focused change agent with **nearly 20 years** of proven success in transforming business through analyzing latest market trends & tracking competitor's activities; strengthening healthy relationships with clients for generating higher volumes of business

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|------------------------------|------------------------------------|-----------------------------|
| - Profit Centre Management | - Channel/ Distribution Management | -Market/Competitor Analysis |
| - Brand / Product Promotions | - Process Improvements | - Budgeting / MIS Reports |
| - Key Account Management | - New Systems Implementation | - Contract Negotiation |

- Have consistently **grown across the hierarchy** and successfully delivered at middle to senior level positions with leading organizations. Also demonstrated stability & consistent delivery across assignments.
 - Mentored a team of 05 Sales Officers and benchmarked target by **achieving 101% sales from Jan'21-Jun'21**; resulting in **increase of 21% growth in comparison to the previous years with Danone Nutricia Last 3 Years top performing ASM in Zone.**
 - Roll Out **SFA- Sales force automation program** for day to day monitoring, Claims submission
 - Steered trade channel with **General Trade, MT Stores, Stand Alon Stores & Key Accounts business.**
 - Significant role in introduction of **Consumer Contact Program, Diabetes Nutrition Camps & Healthy Mother-Healthy Baby Camps, Medical Practitioner and Clinical meeting** which led to **09% increase in revenue** through innovative selling techniques
- Efforts were recognized effectively by the management & was appreciated for:**
 - Awarded with Chairman's Award consecutively from last 2 years in COVID Conditions. Also won trip to Dubai in 2010, Singapore in 2012 & Thailand in 2013 & in 2015 in again Thailand and then in 2015 & 2016 -Top ASM in India**
 - Heading sales operations for **Gujarat, M.P, CG and Maharashtra (Other than Mumbai).**
- Effective leader with **proven talent in organizing R&Rs and trainings to enhance motivation levels and decrease attrition**

Professional Snapshot

Since Jul'12 | Danone Nutricia Internation Pvt Ltd. | Currently designated as Areas Manager, Ahmedabad

Growth Path
<ul style="list-style-type: none"> July'12-Jun'14 – Area Executive & Promoted at Area Manager Based at Ahmedabad. July'14-Dec'15- Area Sale Manager Based at Pune Jan'16-March-18- TST Area Sales Manager Based at Indore April'18- Currently – TST Area Sales Manager Based at Ahmedabad

Key Result Areas

- Leading a team of 18 members consist of Sale Officers for Gujarat reporting the updates to Zonal Head Office at Mumbai
- Coordinating with CFA's & stockiest on periodic basis and ensuring smooth distribution of old and new products by potential distributors.
- GTM activity , **Distribution & Coverage Expansion, increased Market share in IFFO & HFD brands in Gujarat.**

Highlights

- Registered an **average growth of 15% year on year and a consistent achievement of 100% target in all 5 years**
- Developed detailed account strategies for key business** through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting and action plan initiatives and implementation
- Managed the sales team, developed a **business plan covering sales and revenue**
- Assisted in the **development of the annual marketing plan**, specifically advised on realistic forecasts for each product and territory (**based on historical data, market trends, competitive activity, promotional strategy and sales effort**), realistic costs of operating the sales force; and sales promotion plans
- Played a **key role in recruiting and coaching sales managers and sales representatives** to accomplish revenue objectives

- Initiated formats for group meetings to further employee relationships, provide motivation & develop new business
- Provided high standards of on-going training (product) for medical representatives so that they were able to present information on the company's products in an accurate and balanced manner

Previous Work Experience

- Jan'07 to July '12 | Danone India Pvt Ltd, Ahmedabad | Territory Manager, Area Executive
- Nov'05 to Dec'06 | Danone India Pvt Ltd., Ahmedabad | Nutrition Advisor
- Jun'04 to Nov'05 | Nicholas Piramal India Ltd., Ahmedabad | Territory Business Manager
- Jan'01 to May'04 | Sun Pharma, Ahmedabad | Sales Officer

Academic Details

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| • Business Management – California State University, SB- Online Certification Program | 2021 |
| • PFDBM (Marketing & Sales) from H.B. Institute of Management Ahmedabad with 61% | 2000 |
| • B.Sc. (Chemistry) from R.A. Bhavance College Ahmedabad, Gujarat University with 52% | 1999 |

IT Skills

- Fundamentals of Digital Marketing – By Google (2021)
- Advance XL & Microsoft version 2016
- MS DOS 6.1 and, MS Windows-98, MS Office 2006 (MS Word, Excel and PowerPoint), Internet and Web Applications

Social

- [Piyush Mistry - LinkedIn](#)
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