

RESUME

SHRINIWAS ANERAO

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SENIOR VICE PRESIDENT – SALES AND MARKETING WITH 31 YEARS EXPERIENCE

Seeking Senior Management assignment in the domains of Marketing and Business Development with a progressive company to enrich portfolio and widen the exposure.

PROFILE SNAP SHOTS

- A professionally matured business manager.
 - Joined in 1983 and has been a part of the Group for over 31 Years .
 - Multi tasking in the field of Sales, Marketing, Communication, Export, Business Development, Management etc.
 - Hardcore experience of B to C, B to B and B to G Market Segments
 - Exposure to Plastic and Composite Products in categories like Building Products Industrial,Material Handling,Prefabs,Custom Mouldings,OEMs
 - Managed Territory, Branch, Region and Head Office
 - Handled Line Functions, Cross Functions, Support Functions,Staff Functions
 - Techno – Commercial base
 - Well travelled – National and International
 - Instrumental in TWO overseas joint ventures at UAE and Thailand
 - Capabilities in developing aggressive Teams, Network and Systems
 - Insights to Strategically Plan ,Direct and Implement Corporate goals
 - Currently positioned as **Senior Vice President** with **Sintex Industries Ltd**
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KEY STRENGTH AREAS

Business Development•Channel & Distribution Management•Communication•Industrial & Institutional Sales•Key Account Management•Product Management• Strategic Planning & Forecasting •Team Management•

CAREER GRAPH

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|------------------|-------------------|---------------------------|
| ▪ 1983 TO 1991 : | Junior Management | (EXECUTIVE) |
| ▪ 1991 TO 2003 : | Middle Management | (GENERAL MANAGER) |
| ▪ 2003 TO 2010 : | Senior Management | (VICE PRESIDENT) |
| ▪ 2010 : | Top Management | (SENIOR VICE PRESIDENT) |
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WORK EXPERIENCE

SINTEX INDUSTRIES LTD

(31 YEARS) 1983 --- PRESENT

A renowned Public limited company which is pioneer and leader in manufacture of a variety of Plastic Products under the brand name SINTEX. Listed on stock exchange. Has national and international footprint with group turnover of over Rs 4000 Crores (USD 615 Million). Adjudged as Super Brand and listed amongst TOP 500 Companies as per Dun & Bradstreet

CURRENT ROLE & RESPONSIBILITY : TOP MANAGEMENT (2014 onwards.....)

- **COMPANY :** Sintex Industries Ltd
 - **DESIGNATION :** Senior Vice President
 - **JOB ROLE :** Business Head for CSR and New Business Development
Vertical with independent charge
 - **K.R.A. :** To build the New Vertical and bring it to a sustainable level
 - **KEY ACHIEVEMENTS:** Hand picked by management taking into consideration the rich experience. Entrusted New Business Development portfolio for the Leadership quality and Techno-Commercial base
 - **TAKE AWAY :** Will hone leadership qualities and risk taking ability
 - **REPORTING STRUCTURE :**
 - >Reporting to MD with dotted reporting to Group MD
 - >Co-ordination with CEOs of Group Companies
 - >Co-ordination with Functional Heads
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PREVIOUS ROLE & RESPONSIBILITY : TOP MANAGEMENT (2010 to 2014)

- **COMPANY :** Sintex Industries Ltd
 - **DESIGNATION :** Senior Vice President
 - **JOB ROLE :** Business Head for Industrial Vertical
 - **K.R.A. :** Top Line. Bottom Line. Business Development. Team Building
 - **KEY ACHIEVEMENTS:**
 - >Turn around of the de-growing Vertical in 3 years
 - >Grown @ 33% CAGR. Poised to be 100 CR + Vertical
 - > Established structure and streamlined system
 - > Created strong lobby of 200 loyal corporate customers
 - >Leading from front Team of 25 Sales People, 13 Branch offices
 - 50 Channel Partners and 100 Direct Clients.
 - **TAKE AWAY :** Exposure to Corporate culture with insight to finance, balance sheet and P & L. Got groomed for leadership and managing business.
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PREVIOUS ROLE & RESPONSIBILITY : SENIOR MANAGEMENT (2003 TO 2010)

- **COMPANY :** Sintex Industries Ltd
 - **DESIGNATION :** Vice President
 - **JOB ROLE:** Marketing Head for Western Region.
 - **K.R.A :** Sales & Marketing of entire range of products in West Region
 - **KEY ACHIEVEMENTS:**
 - > Increase of market share from 45% to 55%
 - >Made West as the No.1 region with revenue of 200 CR +
 - >Opened Two new Branches at Pune and Bhopal
 - Ahmedabad became the first 100 Cr Branch
 - **TAKE AWAY :** Exposure to all type of market segments ie BTB,BTC and BTG.Honing of managerial skills ,customer relationship building,crisis management making a Hands on Manager.
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PREVIOUS ROLE & RESPONSIBILITY : MIDDLE MANAGEMENT (1991 TO 2003)

- **COMPANY :** Sintex Industries Ltd
 - **DESIGNATION :** General Manager
 - **JOB ROLE :** Export and Corporate Communication.
 - **K.R.A :** Increase global foot-print and Brand awareness
 - **KEY ACHIEVEMENTS:**
 - >Two Overseas joint ventures in UAE and Thailand
 - >Foot print in 14 countries
 - >Established uniform communication system
 - >Liasion with Print,Electronics,Out-door medias
 - >Increased the Brand reach and Awareness
 - **TAKE AWAY :** Exposure to global market and media handling.
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PREVIOUS ROLE & RESPONSIBILITY : JUNIOR MANAGEMENT (1981 TO 1991)

- **COMPANY :** Sintex Industries Ltd
 - **DESIGNATION :** Executive
 - **JOB ROLE :** Sales
 - **K.R.A :** Sales & Target Achievement
 - **KEY ACHIEVEMENTS:**
 - >Development of Virgin Territory
 - >Path breaking application of Water Tanks for Transportation
 - >Recipient of Best Sales Person Award on National Level
 - **TAKE AWAY :** Inculcated Grass root level working and Salesmanship skills.
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EARLIER ASSIGNMENTS

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| ▪ Sales Cum Service Engineer | N.Madhubhai & Co.Ahmedabad | 1982-83 |
| ▪ Apprentice Engineer | Ingersoll-Rand (I) Ltd,Ahmedabad | 1981-82 |
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OTHER SKILLS

- **PROFESSIONAL:** Good Reading, Writing and Speaking knowledge of English, Gujarati, Marathi and Hindi languages
 - **COMMUNICATION :** Excellent communication skills developed through reading & participation in public forums
 - **MANAGERIAL :** **Leadership** – Leading various Teams for over 15 years
Teamwork – One of the Management Team member. Associated with several Teams like S & OP, Marketing, QC etc
 - **IT :** Well versed with executive functions
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EDUCATION

- PGDBA from SYMBIOSIS (SDCL) ,Pune with Finance as specialization
 - Diploma in Mechanical Engineering from Govt. Polytechnic College, Ahmedabad
 - Certificate Course “ Blue Print of Success ” by Shiv Kherra
 - Certificate Courses from AMA in Effective Mktg., Basic Computer, Accounting & Finance, Brand Management
 - Higher Secondary from Gujarat Law Society, Ahmedabad
 - High School from Best High School, Ahmedabad
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PERSONAL INFORMATION

- Date of Birth : 5th Decemeber 1960
 - Nationality : Indian
 - Mother Tongue : Marathi
 - Marital Status : Married.
 - Address : 2, Sanskruti Bunglows, Near Sarkari Vasahat, Behind Gurukul, Vastrapur, Ahmedabad - 380052. Gujarat
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