



# SHATRUGHAN SINGH

Sales & Marketing | Business Development | Key Account Management | Operations

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A multi-faceted professional accustomed with proven management skills; targeting senior level opportunities in **Marketing, Sales, Business Development and Operations** with an organization of high repute in **Asset Pooling, Pallets, Beverages, Supply Chain, 3PL and B2B Industries**.

**Current Location:** Lucknow

**Location Preference:** Lucknow, North India, East India.

## Profile Summary

- **Accomplished & result-oriented professional with experience of over 11 years** with PAN India exposure, in that reflects YOY success in achieving business growth objectives by investigating new business opportunities & maximizing the competitive strength for long-term success in the field of Sales, Marketing, **Key Accounts Management and Business Development**
- Skills in **formulating & implementing sales and marketing strategies** to improve sales opportunities, business excellence, launch & promotion of products & services, vendor identification / development and supply chain management
- Developed **strong market knowledge of existing & potential clients and ensured business growth** opportunities aligned to the company's strategic plans, spearheaded business at various districts and augmented outlet base
- Successfully **establishing footprint, increasing Sales, and developing Profitable & Productive business relationship and extensive acumen in coordinating with Plant, Procurement teams, Decision Makers & Clients for repeat / referral business**
- **Led the expansion of the distribution network**, accomplished a steady increase in sales year-after-year and developed relationships with the existing customer network to explore & develop new opportunities
- Developing **relationships with business stakeholders and leadership teams across departments**; presented changes, issues, risks & contingency plans; hands-on experience in addressing client related issues & queries within stipulated TAT
- Expertise in **building sophisticated sales models and vast knowledge of both the marketplace and the capabilities & complexities of products**; consistent record of delivering results in growth, revenue, operational performance, and profitability
- **Innovative and dynamic person with a strong will to win**; possess strong planning, analytical & problem-solving skills; excellence in identifying, recruiting, mentoring & directing cross-functional leadership teams and leading them to deliver results

## Core Competencies

Key Account Management	Sales & Business Development	Budget, Forecasting & Cost Control
Distribution/ Dealer / Channel Management	Strategic Alliances/Partnership	GTM
Branding/ Market & Competitor Analysis	Process Improvement	People Management
Client Relationship Management	Cross-Functional Coordination	Vendor Management
Asset Management	Long term Agreements	Short term – Long Term Planning

## Work Experience

Since June'21: LEAP India Pvt. Ltd., Lucknow as Assistant Manager (Sales KAM) – Uttar Pradesh, Uttarakhand Region

### Reporting to: Sales Head

**Industry:** Wooden Pallets / Asset Pooling / Rentals / Supply Chain Solutions

**Current Location:** Uttar Pradesh, Uttarakhand, Delhi & North Bihar. (Team Size - 4) Based in Lucknow

**Previous Location:** Maharashtra, Gujarat, MP, and CG. (Team Size - 4) Based in Mumbai.

Previous Designation : Associate Manager (Sales)

### Key Result Areas:

- Effectively Managing a Business of 21 Cr INR with more than 52 Prestigious Clients and more than 145 customer locations covering Uttar Pradesh, Uttarakhand, Delhi & Bihar, Previously managing west locations covering Maharashtra, Gujarat, Madhya Pradesh, AND Chhattisgarh

- Business mapping & forecasting, Business Analysis & Reports preparation
- Carry out a Detailed Study of SCM of various organizations and map them with LEAP's Products which includes Pallets, Crates, FLCs and other products to bring value addition in process thereby enhancing our Customer Base
- Volume expansion & new location addition of Key Account Customers in assigned territory. And managing 3 lac plus assets
- Accountable for New Client Addition & servicing the KAM accounts and to maximize the effort in developing the regional sales, product offering, brand acceptance and market share in the assigned territory
- Preparing weekly forecast & quarterly rolling forecast and coordinating internally & externally to execute the same in a given time frame, Monitoring sales forecasts & reports accordingly as per business plans & requirements to achieve maximum sales & enhancing business revenue
- Maintaining healthy relationship with existing customers and observing daily/ weekly / monthly sales report preparation and reporting to sales head; meeting & interacting with various customers from all industries in assigned area
- Administering activities pertaining to negotiating / finalization of deals for smooth execution of sales & order processing; presenting to customers on quality & other specifications of products, KEY account presentation to all KEY customers
- Keeping a close track of regional performance with complete liability of analyzing customer margins, implementing corrective actions to address shortfalls and preparing action reports based on reviews for Senior Management
- Analyzing customer feedback and developing new techniques to ensure customer acquisition & retention and new account development activities; tracking contracts / agreements that are soon to be expired and contacting customers for renewals
- Steering business planning & performance management of other team members like Asset management team, Repairing Team, Planning Team, Project Tam & warehouse Team for the smooth execution of joint sales plans and services
- Formulating agreements, DVR, Monthly & Quarterly Projection
- Rooting all activities through CRM and keeping all records in CRM
- **Managing KEY Accounts like SLMG, Ladhani Group, HCCBPL FOB, Asian Paints, Varun Beverages, Reckitt Benckiser, United Spirits, United Breweries, Coldman, Marico, Gati Logistics, LG, Mondelez, Reliance, Amazon, Instakart, Delhivery, PaperBoat, Uddan, B9 Beverages etc...**

#### Achievement:

- Received **"Star of the Month Award" in March 2022** and Nominated at 5 different months in year 2022-23.
- Promoted to Assistant Manager Sales in June 2023.
- Performance rating: **Exceed Expectations** for 2 consecutive year

**Jan'19 to May'23: Swastik Industries, Mumbai as Area Sales Manager – West Region      Reporting to: Director / Marketing Head**

**Industry:** MHE / Plastic Pallets

**Regions:** Maharashtra, Gujarat & North Karnataka. (Independent Role)

#### Key Result Areas:

- Determining sales and marketing strategy by defining the market, identification of customer segments, forecasting and preparing marketing plan
- Administering activities pertaining to negotiating / finalization of deals for smooth execution of sales & order processing; presenting to customers on quality & other specifications of products
- Networking with decision-makers in accounts to generate business from the new & existing accounts and achieving increased sales growth thus catalyzing profitability
- Keeping a close track of regional performance with complete liability of analyzing customer margins, implementing corrective actions to address shortfalls and preparing action reports based on reviews for Senior Management
- Formulating Quotation, DVR, Monthly & Quarterly Projection
- Interacted and met with various customers from various industries such as FMCG, Modern retail, 3PL, Export Companies, Pharmaceuticals, and Food Processing,
- Managed Key Accounts Management and Business Development from existing and old customers in assigned territory; formulated Quotation, DSR, Call-up vs. Supply Chart, Monthly Projection vs. Dispatch Report

**Aug'17 to Jan'19: T&D Galiakot Containers Pvt. Ltd., Mumbai as Assistant Manager – Sales      Reporting to: Director**

**Industry:** Packaging (MS Barrels manufacturer) s

**Regions:** Mumbai, Navi Mumbai, Pune (Team Size – Independent Role )

#### Highlights:

- Interacted and met with various customers from various industries such as Lubricant Oils and Related Petrochemical Products, Food Processing, Agrochemicals, Specialty Chemicals and Paints & Resins
- Managed Key Accounts Management and Business Development from existing and old customers; formulated Quotation, DSR, Call-up vs. Supply Chart, Monthly Projection vs. Dispatch Report
- Prepared Tender documents for Public Tender; managed bidding process of public tenders mostly in IOCL, HPCL, BPCL and so on

- Devised monthly call-ups and dispatch plans, business forecast month on month basis and Sales vs. Forecast Chart for sales analysis

**Aug'11 to Jun'17: Time Technoplast Ltd., Mumbai as Senior Executive Sales (MHE Division) Reporting to: CEO/ Marketing Head**

**Industry:** Material Handling Product, Plastic & Packaging Industry **Regions:** Mumbai, Navi Mumbai, Vapi, Daman, And Uttar Karnataka.  
(Team Size – Individual Role)

**Highlights:**

- Started career in year 2011 as Executive Sales and Promoted Sr. Executive sales in year 2014
- Generated lead from various customers like Food Processor, Fruit Repining, Retail, Modern Retail, Fisheries Company, Automotive Industries, Wine and Distilleries, Breweries, Mineral Water Manufacture, Edible Oil, Chemical industries, Milk and Pharmaceuticals
- Developed retail channel sales network (Dealer, Reseller and Distributors); achieved sales target in desired area
- Identified potential customers for the MHE products and developed channel distribution system for the same
- Generated sale through channel partners (dealer and distributor) from the said region and business from corporates and institutions

**Achievement:**

- Received “Best Performer Sales” Achievement Award for two consecutive years 2015-16 & 2016-17

**Education**

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**PGDM (Marketing & Finance)** from Business School of Delhi, AICTE Approved Greater Noida in 2011

**B.Com. (Accounts (Hons.))** from Bhagalpur National College, TMBU, Bhagalpur in 2008

**12<sup>th</sup> (Commerce)** from Bhagalpur National College, BIEC Patna in 2005

**10<sup>th</sup>** from Jharkhand Board in 2003

**Personal Details**

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**Date of Birth:** 15<sup>th</sup> September 1988

**Languages Known:** Hindi, English

**Present Address:** D-1322, First Floor, Indiranagar, Near Khalil Market Chauraha, Indiranagar, Lucknow 226016

**Permanent Address:** Gahmar (Dawanraa) Ghazipur, Uttar Pradesh -232327