**SUMIT GAUR**

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##### Professional Summary

Seeking a challenging sales / business development position in a B2B context; Strong experience in the fashion, apparel, premium lifestyle / luxury segments spanning 6 years

##### Work Experience

**Company: Swarovski India Private Limited**

**Duration:** October 2012 till current

**Designation:** Asst. Manager Sales - West

**Key Responsibilities**

* Focus on green-field market development for developing the presence and footprint of Swarovski Elements, in Gujarat
* Assess market potential across key B2B segments for Swarovski Elements: traditional wear, fashion and apparel, fashion jewelry, corporate gifting, home interiors and lifestyle products
* Define and institute optimal Route-to-Market across these segments: set up channel distribution partners where relevant, otherwise build a direct service channel
* Define roadmap and the opportunity pool for the territory, based on understanding of crystal usage segments, potential usage drivers and different price points, to direct the product / pricing focus

**Achievements**

* Set up a distributorship for “Swarovski” corporate gifting – most successful among others in this segment for 2013
* Developed partnerships with leading players in glass manufacturing, office interiors and elevators manufacturing with promising growth potential over 3 year horizon

**Company: Arvind Limited, Ahmedabad**

**Duration:** August 2007 to October 2012

**Designation:** Manager-Export Sales & Marketing

**Key Responsibilities**

* Manage sales as per commitment to export clients, and institutional fabric sales for leading MNC apparel brands like M&S, A & F, Adidas, Reebok, George-Asda & Hanes
* Including end-to-end customer handling responsibility from production planning to complaint resolution
* Analyze market trends and design sales strategies accordingly to enhance the product range & customer base
* Lead the project for setup of Supply Chain process for “The Arvind Store” Multi brand retail stores

**Achievements**

* Recorded highest monthly sales figure of Rs.8 cr. in the month of March’12
* Achieved highest order booking figure(Avg. 100 tons/month) for straight 6 months in 2011-12
* Achieved 25% year-on-year growth along with increase in customer base

##### Education

**Master in International Business Administration (2005-07)** Faculty of Management Studies, Banaras Hindu University

**Bachelor of Commerce (2002-05)** Lucknow Christian Degree College,

##### Personal & extra-curricular information

* Date of birth: March 21, 1984; married with a daughter, with a permanent base in Ahmedabad
* Fluent in Hindi and English
* Continuously held varied leadership and co-ordinator positions at university, the workplace and beyond
* *University*: Organized BHU's annual youth fest “Spandan'07” as a chief student coordinator, was elected cultural representative of FMS-BHU for 2 consecutive year
* *Workplace*: Core team member of Fun committee in Arvind Limited for 5 years; represented Arvind limited in “Vibrant Gujarat'09” held at Ahmedabad, India
* *Other*: Executive member of national level NGO- “JCS INDIA” working for society enrichment.