**ANKUR TIWARI**

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# ~ Management Professional ~

## ~ BUSINESS DEVELOPMENT ~ SALES & MARKETING ~

*Demonstrated record of achievement in conceiving & implementing ideas that have fuelled market presence and driven revenue; wealth of expertise lies in Business development, Specification, Institutional Sales, developing & conducting Training Modules*

*for business excellence; highly creative and self-motivated with innovative ideas/concepts for increasing the transference of*

*learning*



## PROFILE SUMMARY



* A competent professional with nearly 9 years of experience in:

| o o o | **Channel Management**  **Business Development**  **Project Sales through Architect**  **Consultant and Contractors** | o o | **Competitor Analysis**  **Key Account Management for OEM’S** |
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* Expertise in channel management, network development and enhancement, improve reach and addressability of the brand.
* Accomplished in realization of sales & business promotion targets, with key focus on OEM sales for getting volume Business.
* An enterprising leader with skills in leading personnel towards accomplishment of common goals.



## CORE COMPETENCIES



* Executing profitable & productive business relationships and building an extensive client base with distinction of accomplishing multi-fold revenue increase.
* Monitoring strategies to enlarge the core market base of the company based on market research data while conceptualizing, planning, and implementing processes to drive business volume growth
* Providing leadership in assessing client needs and strategically positioning products to achieve specific objectives
* Mapping and analysing the client’s requirements and coordinating in developing and implementing processes in line with pre-set the guidelines
* Overseeing complete business operations with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in each time frame
* Driving sales of Fire Doors, industrial products like rolling shutter Dock leveller automatic Sectional door in respective Commercial, Industrial segment and Govt. Project Across the Gujarat



## ORGANISATIONAL EXPERIENCE



**SunEdison Infrastructure Ltd**

**Cluster Head-Gujarat**

**Feb 2022 to Till Date**

* Handling dealers and Sub- Dealer network and generate business.
* Interactions with Architect Consultant & Infra Contractors, Builders for tie ups, Product specification lead generation and brand awareness
* Driving sales of Solar Rooftop for respective Commercial, Industrial segment and Govt. Project Across the Gujarat.
* Participating in ATL and BTL activities to increase brand bandwidth across stakeholders.
* Identified Gaps in the dealer Network & appointed exclusive project channel partner to target specific business segment corresponding to partner & product bandwidth

## PREVIOUS WORK EXPERIENCE



**Assa Abloy India Pvt Ltd Ahmedabad Gujarat**

**Since Dec ’19- Feb2022**

**Area Development Manager – Gujrat**

**Key Accomplishments:**

* To get Smart lock & door hardware specified and get the sales through Architect, specifiers, PMC’s.
* Working with Top 30 + Architects, top 10 builders across Gujrat & generated a business pipeline of 1000 + Digital locks.
* Commercial Door hardware –worked with PMC’s like JLL, Dongre associates, PSP, Takenaka PWD, CPWD & specified commercial door hardware & generated business 20 MN+

Identified Gaps in the dealer Network & appointed exclusive project channel partner to target specific business segment corresponding to partner & product bandwidth

* Developed sustainable OEM’S partner like Radiant Safe door, Passive System, Shiv Shakti Fabricators, Acodor, J C Fire, AJNI and Ultraclean.in Region (Ahmedabad, Baroda Surat and Ankles war) & delivered 15% Value growth over base Year 19, Contributing major volume in total OEM sale for Gujrat Zone.

* Achieved 100% Smart lock target & got specified commercial door and achieved 90% Value target.
* First time introduced and specified electromechanical locks, Hotel locks, Automatic sliding in System integration vertical & Generated value of 2 Mn +

**Shakti Hormann India Pvt Ltd**

**Assistant Manager Gujarat**

**Feb 2018 to Dec 2019**

* Handling dealers and Sub- Dealer outlets and generate business.
* Interactions with Architect Consultant & Infra Contractors, Builders for tie ups, Product specification lead generation and brand awareness
* Driving sales of Fire Doors, industrial products like rolling shutter Dock leveller automatic Sectional door in respective Commercial, Industrial segment and Govt. Project Across the Gujarat.

**Assa Abloy India Pvt Ltd (Ahmedabad, North Gujrat, and Saurashtra Region)**

**Business Development Executive**

**Feb 2015 to Feb 2018**

* To get smart lock specified, Demonstrate FAB and techno commercially get product mapped across influencers like Architect, Interior designers and generate leads.
* Generate leads for Smart locks through Architects, Interior designers, and getting those leads closed through corresponding
* Handling System integrators to specify smart locks with Zig bee & Bus controllers.
* Handling Furniture Contractors, Architects, and Builders, Interior designers for Digital lock specification, lead generation & sales closure.
* Driving sales of Digital door security system in respective area for residential, commercial projects.
* Participating in ATL and BTL activities to increase brand bandwidth across stakeholders.

100% Annual target achieved for subsequent years, enrolled 30 + Premium architects, 20+ SI across Gujrat contributed 7 MN + revenue.

**AkzoNobel India Ltd**

**Project Sales Officer Ahmedabad Gujarat**

**June 2013 to Jan 2015**

Handling Institutional Sales for Builders, Government, and Commercial, Industrial Properties

* Interactions with Infra Contractors, Architects, Builders, Interior designers for tie ups, lead generation and brand awareness.
* Involve in Government Projects with PWD and CPWD Department for Corporate Tie Ups and Business Generation and In Touch with Respected Dealers for new Lead Generation.

**Hafele India Pvt Ltd**

**Sales Executive (Lighting Vertical) Gujarat.**

**Aug 2011 to July2013**

* Handling dealers and Sub- Dealer outlets to generate business.
* Interactions with Lighting& Furniture Contractors, Architects, Builders, Interior designers for tie ups, lead generation and brand awareness.
* Driving sales initiatives and achieve desired targets with overall responsibility of return on Investment.



## KEY SKILLS



* Excellent interpersonal and communication skills

* Confidence and self-motivation

* Enthusiastic about networking

* Team player and able to effectively handle Critical situations independently in easier way.

* Advanced Microsoft Office, VPN, CRM, LEAD TRACKER and Microsoft Teams.



## ACADEMIC DETAILS



* **2010**  **Post Graduate programme (PGP) – Marketing & Lighting** from MIT School of Lighting & Management Studies, Pune, Maharashtra.

* **2007 Bachelor of Science (B.Sc.) – Chemistry** from C S J MKanpur University, UP.

* **2004** **Higher Secondary Certificate** fromS.N.M College State Board UP.

* **2002** **Senior Secondary Certificate** from J.I.C College State Board U.P



## PERSONAL DETAILS



Date of Birth: 18th Feb 1986

Languages Known: Hindi, English, and Guajarati.

Mailing Address: Village – Mudaul, Post- Raipur Dist. - Farrukhabad Uttar Pradesh.

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