

**Niraj Patel**

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## Career Summary

- A result-driven professional with **10 years+ of experience in Distribution Management and Sales & Marketing**; currently associated with **Abbott Nutrition India, Ahmedabad as Key Account Development Manager**.
- Skilled in maximizing corporate performance, driving growth, generating revenues, and capturing market share.
- **Effective leader with distinguished skills in motivating a large workforce** for accomplishing greater operational efficiency & high-resolution rate in accordance with SLAs & work processes
- Proficient in **using effective pricing and excellent client relationship management** for the organization
- A go-getter with strong coordination, **analytical & networking** abilities.

## Key Skills

**Sales & Marketing || E commerce || Key Account Management || Business Development || Market Research & Analysis || Channel & Distribution Management || Team Building & Leadership || Client Relationship Management**

## ORGANIZATIONAL EXPERIENCE

**Since Dec'15 with Abbott Nutritional India, Ahmedabad as Key Account Development Manager-Modern Trade**

### Key Result Areas:

- To accomplish **Primary as well as Secondary Sales Target** in Key Accounts.
- Handling 2 states Gujarat and MP with accounts like (**D-Mart, Reliance, Wallmart, Metro, Big Bazar, Pharmeasy, Apollo, Big Basket, Udaan, Swiggy, Grofers**) and monitoring marketing activities with innovation and unique ideas to enhance business of the organization
- Coordinate with the accounts at the local level to ensure visibility as per ANI guidelines and **ensure TOT adherence** at the city level
- Promoting **revenue generation** from existing members through schemes, campaigns, education and awareness, relevant information, and so on
- To support and implement planned **promotions/activations** at the store level
- Interacting about **execution issues** with the customer (store-wise MSS availability, planogram compliance, store wise SOS compliance and POP execution compliance)
- Driving business growth in terms of value, volume and market share by introducing new marketing ideas
- Setting goals and target as WTD/MTD/YTD and tracking and monitoring on a daily basis for achieving target
- Setting **clear targets and incentives for the Sales Team** to manage and enhance performance
- To manage the Key Account distributors (**Forecasting / Stock management / Sales reporting / Claims / Infrastructure/ training and development of staff**)
- Ensure effective working of the **3P team** to help them deliver the maximum output

### Achievements:

#### **Year 2016:**

- Champions League award for 2016
- Got value award for Oct-2016

#### **Year 2017:**

- Champions League award for 2017
- Got value award for February-2017 and October-2017
- Customer Delight award for 2017

**Year 2018:**

- General Managers award for 2018
- Got value award for Aug-2018

**Year 2019:**

- Promoted as KDM from May,2019

**Year 2020:**

- Got value award for March-2020
- Got value award for June-2020

**Year 2021:**

- Got achievers club award for 2021

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**July'13 – Nov'15 with Nivea India, Ahmedabad as Business Development Officer-Modern Trade**

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**Key Result Areas:**

- Responsible for achievement of Primary and Sale Target (Secondary Sales Target) assigned on Monthly, Quarterly, Half yearly and Yearly basis.
- Responsible to ensure stores coverage by enlisting new chains and driving business volumes with proper negotiation.
- Responsible for Retail Chain Management as per plan in the stipulated time.
- Responsible for ensuring and executing upcoming Marketing activities and offers.
- Building relationship and ensure service to various key accounts.
- Reporting directly to regional manager.
- Calculating ROI.
- Maintaining daily MIS.

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**March'12 – June'13 with Conagra, Ahmedabad as Sales Officer-Modern Trade**

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**Key Result Areas:**

- Attaining business targets on monthly and annual basis by providing direction, motivation & training to the reporting sales team
- Responsible for training and enabling the team.
- Handling important and critical sales calls independently and closing the sales
- Responsible for promotional activities

**Achievements:**

- Appreciation award for second rank in EFF management.
- TAREEF award for conducting HEART day activity
- TAREEF award for liquidating near expiry stock by transferring it in Store Bakery

**Education**

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- MBA in Marketing from Gujarat Technological University, in 2011.
- Bachelor of Commerce from Gujarat University in 2008.

**IT Skills**

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- MS Office (Word, PowerPoint, Excel) • BI Excel.
- Internet Applications

**Personal Details**

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Date of Birth: 17<sup>th</sup> September,1988.  
Languages Known: English, Hindi, Gujarati.  
Marital Status: Married