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Business Development | Strategic Sales | Product Marketing | Brand Development | Alliances | Tactical Leadership | Innovation & Change Driver | Well Travelled

Profile Summary

- › A hardened Business Management professional with over **3 decades of exposure** to core Business Development, Strategic Sales, Product & Distribution Marketing, Client /Channel Relationship in **cement industry**.
- › Currently managing a volume of **26 Lakhs MT per annum** and business topline of **INR 1400 Cr. per annum**
- › With an **entrepreneurial mindset and innovation focused approach** established strong brands in cement industry with **profitable business models & healthy ROI**.
- › Successfully achieved **aggressive revenue pull** via cross-line of business and sales; **harvested in significant revenue growth**.
- › Set up **ease-of-doing-business** for business partners and team members **through IT innovations**
- › Created **enhanced service support systems** for customer/business partners delight as well as tight internal controls

Career Contour

- Since June'00
 - **Sanghi Industries Ltd.**
 - Sr. Vice President (Sales)
 - › Handling 26 lakhs MT with a Top Line of approx INR 1,400 Cr./year
 - › Managing geographies of Gujarat, Mumbai, Rajasthan & Kerala with 1200+ distributors
 - › Built up a team size of 70 members (6 direct reportees)
- Jan'96-May'00
 - **Gujarat Sidhee Cement Ltd.**
 - Dy. Manager (Sales)
 - › Business volume of 1.5 lakhs MT
 - › Managed sales at ground level in North Gujarat, South Gujarat, Saurashtra, Kutch & Ahmedabad
- Aug'90-Dec'95
 - **Gujarat Ambuja Cement Ltd.**
 - › As Sr. Sales Officer managing North & South Gujarat region
- Aug'89-Jul'90
 - **American Veterinary Product (P) Ltd.**
 - › As a Medical Representative mapped entire Gujarat territories

Achievements at Sanghi Cement



Robust expansion of top-line from INR 709.01 cr. (2009-10) to INR 1,400 cr. (2021-22)



Successfully launched & positioned Sanghi Cement as premium brand



Implemented **Zero Outstanding System** A unique system in the industry **setting a benchmark** of zero bad debt



Initiated new business Sanghi RMX Concrete

Part of initiative **Shakti Rath** – A mobile concrete testing lab for masons



General Responsibilities

- › Devising **quarterly & annual plans** & policies through statistical analysis, forecasting & planning
- › Development of **strategies to achieve market share** by Conducting opportunity analysis, market segmentation & penetration strategies
- › Building **distribution network/channels** and optimizing their performance
- › Implementing sales & marketing activities that can create a **positive experience for clients**
- › **Leading & mentoring sales team** to achieve resource-wise productivity & optimization
- › After sales service team of engineers for lead management, engineers-contractor meet (BTL Activities), better construction practices awareness, seminars with engineers and architects to influence the market

Education

- **Post Graduate Diploma in Business Management** (2005) from Nirma University
- **B.SC., Physics** (1989) from Gujarat University

Expertise



Personal Details

- **Date of Birth:** 4th September, 1969
- **Languages:** English, Hindi and Gujarati
- **Global Mobility:** USA, Canada, Germany, Holland, Switzerland, UK, Italy, South Africa, Singapore, Malaysia & Hong Kong