



PRATEEK SEN

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative sales & marketing & distribution management, targeting assignments in:

✉ prateeksen@yahoo.com 📞
9824004584



Profile Summary

Competent professional with 17 years of experience in building strategic sales and marketing strategies, managing new launches and establishing business in new territories. Built long lasting relationships with key accounts; assessed customer complaints, made short-term and long-term plans to ensure maximum customer satisfaction.

Expertise in steering Enterprise Business, building policies for channel profitability and strategizing incentive plans to ensure business growth and profitability. Improved sales policies and practices; defined the sales cycle, and developed standards for customer relationship management. Impacted organization's profitability through effective strategic and tactical management decisions and new business development.

Generated launch strategy including the distribution strategy, sampling plans, and advertising programs. Planned and executed effective sales/new business development strategies while working closely with the team to ensure sales goals are achieved. Built relationships with the distribution networks for exploring and developing new opportunities. Monitored the performance of the team to achieve new marketing and sales targets across the region



Academic Details

- P.G.D.B.A (Marketing & HRD) from School of Communication & Management Studies, Cochin, Kerala in 1999
- Bachelor of Social Work from VisvaBharati University, Santiniketan, West Bengal, in 1996

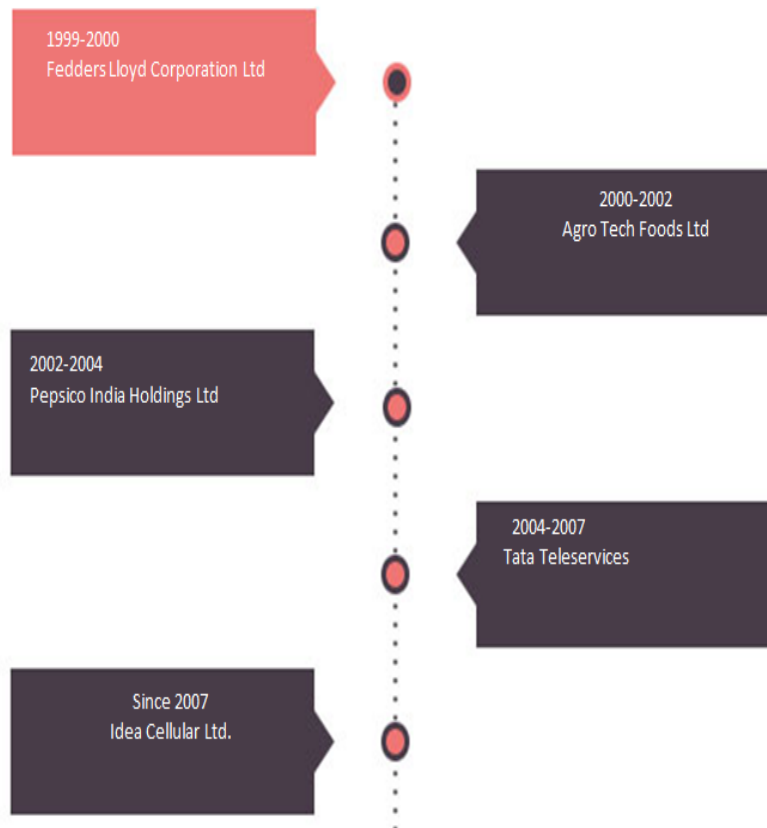


Core Competencies

Sales & Marketing	Business Development	Strategic Business Planning	Business Turnaround
Sales Operations	Key Account Management	Team Management	People Management



Career Timeline



Organizational Experience



Since Oct'07 Idea Cellular Ltd., Ahmedabad

Growth Path

Oct'07-Mar'10: Area Sales Manager

Apr'10- Apr'12: Zonal Business Manager (Eastern Gujarat Zone)

May'12-Apr'15: Zonal Business Manager (Bhavnagar Zone)

Since May'15: Vertical Head, Enterprise Business (Gujarat Circle)

Key Result Areas:

As Head, Enterprise Business

- Leading business generation from enterprises/corporates, with due focus on quality and ARPU with a team of 19 Enterprise employees
- Establishing sales distribution channels in Gujarat Circle
- Formulating, developing and implementing monthly and yearly business strategies and ensuring attainment of revenue goals and profitable sell-through
- Formulating Channel Commission policies based on company objectives and directives and desired ROI
- Driving business and ensuring sustained growth, focusing on achieving /surpassing sales targets; expanding business reach and creating new sales / leads opportunities, account management.

As Zonal Business Manager (Bhavnagar Zone)

- Managed entire Bhavnagar zone operations
- Mentored team of 3 Area Sales Manager, 26 Territory Sales Managers/Executives, 3 Service Delivery Team members, 4 Network Team members and a team of 3 off Role Coordinators
- Increased Revenue and CMS growth and achieved targets in KPIs with a strict control on quality

As Zonal Business Manager (Eastern Gujarat Zone)

- Led all zonal operations of Eastern Gujarat Zone
- Managed team of 2 Area Sales Managers, 16 Territory Sales Managers/Executives, 1 Service Deliver team member and 2 off role team members in the support functions
- Ensured customer acquisition, revenue, traffic growth and boosted market share in designated territory
- Initiated strategies & reduced low utilized sites within stipulated time period
- Supervised sales and marketing manpower as well as the hiring and training of personnel; tracked performance of company's sales unit (staff, account and regional managers)

As Area Sales Manager (Baroda)

- Coached and mentored a team of 2 Territory Sales Managers & 14 Territory Sales Executives
- Established sales budget, forecast, and business plan to launch partner acquisition and drive revenue
- Maintained compliance in terms of documentation, first call & complaint TAT
- Expanded distribution network and accomplished steady increase in sales year after year

Highlights:

- Emergence as an important part of the prestigious ABG (Aditya Birla Group) talent pool
- Doubled Enterprise Acquisitions in the first year of taking up the role of Vertical Head-Enterprise, with all vital KPIs among top three in the country.
- Successfully on boarded the new Enterprise Structure April'17 onwards. Gujarat circle among top two circles nationally.
- Initiated Bhavnagar zone CMS leadership exit April'15
- Led various efforts to turn Bhavnagar into:
 - Prestigious 10 crore plus monthly revenue club
 - Best Zones to perform in data and smart phones
 - Second highest place in Gujarat on all distribution parameters
 - Among the top zones scoring high on employee engagement survey
- Bagged significant CMS improvement in Dahod zone
- Restructured entire distribution in Dahod zone
- Achieved significant turnaround of Baroda city from 3rd rank to strong 1st rank among 3 main operators in terms of net adds exit March'10
- Recognized among top 2 managers in Gallup Survey with highest employee engagement and satisfaction score in 2008-09; achieved high score in the year 2010-11
- Doubled gross customer add month on month within 3 months of taking over the territory and exit; gross amount added were 5 times of the figure
- Reduced document rejection below 1% by steering improvement in documentation count & quality
- Performed significant turnaround in terms of VLR. Baroda VLR and traffic one among highest in circle
- Planned and executed distribution so that distributor territory doesn't exceed 10 km radius
- Took successful initiatives to reduce low utilized sites on a war footing basis and reduced to a negligible level
- Conducted series of retail meets all across upcountry locations

Oct'04-Oct'07 Tata Teleservices (Maharashtra) Ltd., Goa, as Manager- Prepaid**Key Result Areas:**

- Managed all activities in the state of Goa
- Mentored a team of 2 Area Sales Managers & 4 Pilot Salesmen
- Executed the appointment of distributors for prepaid mobiles & franchisees for postpaid landlines and mobiles

Highlights:

- Planned the launch of both prepaid and postpaid services in Goa
- Appointed 4 postpaid franchisees in Goa & 5 prepaid distributors in Goa
- Conducted recruitment of field staff and successfully planned launch activities
- Assessed distribution width in line with market leader
- Attained 18% incremental market share based on gross customer additions month on month in spite of being the last operator
- Led capacity utilization in 95% BTS; ensured utilization of 6 underutilized BTS in 3 months



- Launched Tata IndicomWalky(Post Paid) in Goa in Oct '2004 & Tata IndicomTruepaidMobile & Prepaid WalkyServices in Goa in Feb 2005
- Selected as trainer for Goa cluster and imparted training on new product launches, voucher launch and consumer promo activities

Previous Experience

Sep'02-Sep'04

Pepsico India Holdings Ltd., Nasik, Maharashtra as Customer Executive



Highlights:

- Ensured Pepsi boosted its market share and attains highest position in Nasik; according to ORG Marg survey
- Boosted distribution reach of Pepsi over 92%
- Reduced CPC (Cost per case) rate by 120%
- Increased growth by 96% in bottled soft drinks during tenure with Pepsi
- Gained considerable experience in brand launching (Mountain Dew, Slice Mango)

Apr'00-Aug'02

Agro Tech Foods Ltd., Mumbai as Sales Officer

AGRO TEC FOOD LTD.

Highlights:

- Attained 200% growth in bulk packs sales of Sundrop oil
- Achieved reduction in cost per litre by more than 33%
- Led the launch of ACT II popcorns and Healthy World Atta successfully and ensured placements according to target
- Boosted sales of Thane, New Mumbai and Raigad through various channel and retail engagement activities

Aug'99-Mar'00

Fedders Lloyd Corporation Ltd., Mumbai as Sales Officer



Personal Details

Date of Birth: 20th December 1973

Languages Known: English, Hindi & Bengali

Address : Ahmedabad