

## VEENU SHARMA

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### MANAGEMENT PROFILE

*Innovating Growth Strategies | Fortifying Brand Management | Spearheading Business Development*

**Profile Snapshot:** Result oriented professional backed by 14+ years of insightful experience with international exposure in leading growth strategies, managing product portfolios and driving end-to-end business development operations; Skilled in managing large scale revenue and profit gains, cost mitigation, acquiring Key customers and executing creative business expansion strategies, to acquire 'the target consumer'. Effective hands on in managing procurement- Production planning – sales planning- mapping competition - as well venturing new opportunities.

**Target Sectors:** Home & Personal Care/ Paper Chemicals / Specialty Chemical/Pharmaceutical / Food processing  
Additives/ Paints /Rubber / Polymer/ Animal feed

#### Proven Credentials in...

Business	P&L management	Executive Leadership
Development Sales	Market Share Development Strategy	Business reviews
Management Strategy	Key Account Management	Customer Relations
Planning Channel	Business partner	Collaborative Networking
Management Global	relationships Export	Technical Coordination
Marketing Market	Management Export	Team Management /
Research Liaison &	Documentation	Coordination People
Networking Customer	Product Development	Development / Training
service	Management Cost Mitigation	Performance Management
	Initiatives	

***Currently spearheading responsibilities as Senior Manager- Marketing in Adani Wilmar Ltd (Oleo Chemical Division)***

#### EXECUTIVE SYNOPSIS

- Extensive experience in conceptualizing and implementing new ideas to achieve broad and measurable Business growth
- Skilled in strategic management, utilizing creative intellect, strategic insight and sharp planning skills to manage business operations and meet top-line and bottom-line objectives.
- Expertise in developing, designing & implementing business development plans to augment the business volume through Relationship Management
- Proficient in coordinating with Verification of Agency Agreements, Periodical Verification and payment of Commission
- Proven success in developing market-focused promotions after critically understanding consumer behavior coupled with an ability to trigger growth through implementing leadership initiatives in dynamic business environment
- Proficient in interfacing with clients, dealers, builders and multinational corporate maintaining relations with them to ensure continued and repeated business thereby augmenting business & profitability.

## Occupational Contour

Company	Reporting to	Period		Designation
		From	To	
<b>Adani Wilmar Ltd</b>	Vice President - Trading	July'13	Till Date	Sr. Manager – Marketing
Wolkem India Ltd	Group General Manager	June '07	June'13	Asst. Manager – Marketing

### **Adani Wilmar Ltd (Existing Company)**

Adani Wilmar Ltd is Joint venture of Adani Group, which is a multinational diversified business group with significant interests across transport and logistics, and energy and utility sectors, and the Wilmar Group, one of Asia's leading agribusiness groups which was ranked among the largest listed companies by market capitalization on the Singapore Exchange as of February 2021.

AWL is the largest FMCG food companies in India having No. 1 edible oil brand in India, "Fortune"

AWL having Largest single location refineries in India

AWL having Largest lauric fat manufacturer in India along with largest manufacturer of castor oil and Oleochemical manufacturers in India

#### **PRINCIPAL ACCOUNTABILITIES:**

- Responsible for P&L of Oleochemical department (includes buying of RM to sales/ effective plant operation). Developing new markets in the Soap & Detergents / Pharmaceutical / Food processing / Specialty Chemical /
- Cosmetics & personal care / Additives/ Paints /Rubber /Polymer & Animal feed market space via direct customer contact and Business partners.
- Identify and develop new opportunities for both existing and new products with a heavy focus on new applications in conjunction with sales teams in the region.
- Develop and maintain up-to-date, relevant technical, regulatory and market knowledge.
- Provide training of sales force and customers on relevant new products and applications, markets and regulatory environments.
- Identify unmet market opportunities and develop strategies and product offer to access these market opportunities.
- Participate in the preparation of global marketing initiatives and new product launches.
- Identify and facilitate specific regional marketing initiatives in response to local market conditions
- Develop and maintain the local 3 year sales/marketing strategy, including consideration of technical plans.

#### **HIGHLIGHTS:**

- Established Market for India's largest Oleochemical plant in 3 years from the commission.
- Successfully manage to enlist our product in all Institutional buyers
- Established market in India for all Wilmar traded products in segments like i.e Paper, Soap & detergents, downstream surfactant

## Wolkem India Ltd (from June 2007 to June 2013)

Wolkem India Ltd is the world's largest miner and producer of Wollastonite and India's leading miner and producer of Calcite (GCC) along with leading producer of Wet Ground Calcium Carbonate (WGCC)

Wolkem India Ltd having a portfolio of 9 industrial Minerals namely Wollastonite, Talc, GCC, WGCC, PCC, Lime, Limestone, Dolomite, Cenospheres and 3 diversified business interests namely White Marble, Consultancy Services and Print Media

Having operations in 4 countries and 20 mining and processing plants in 6 Indian states

Produces over 100 mineral grades/products and Sells to over 20 diversified customer industries

And Exports to over 20 countries across 4 continents and Employs over 2000 people

### PRINCIPAL ACCOUNTABILITIES:

- Single handled looking after the sales & promotion of Talc business for company for Pen India
- Reviewing all Customer enquiries, Sample co- ordination, analysing results and translating them into final orders.
- Ensuring correct product pricing as per the trends in the West/North markets and deciding payment terms
- Identifying prospective clients from various sources generate business from the existing clients and thereby achieve business targets.

### *Edification*

Mechanical Engineering-Diploma	EOU – Germany	2020-2021
MBA (Marketing & Finance)	The Institute of chartered financial analysts of India (ICFAI)	2005-2007
M.Com	Mohanlal Sukhadia University (MLSU)	2005-2007
B.Com (commerce)	Mohanlal Sukhadia University (MLSU)	2002-2005

### *Personal Dossier*

Date of Birth : 29 / 06 /1984  
Languages known : English and Hindi (Mother Tongue).