

# HARPREETSINGH ARORA

Highly knowledgeable professional with proven track record of developing winning comprehensive marketing & branding strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships; targeting assignments in **Sales & Marketing**

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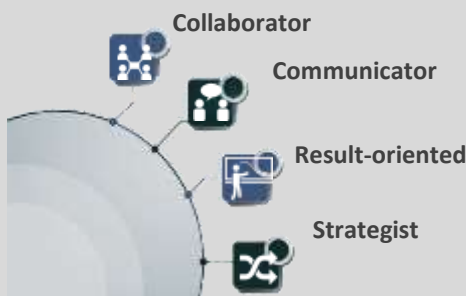
## CORE COMPETENCIES



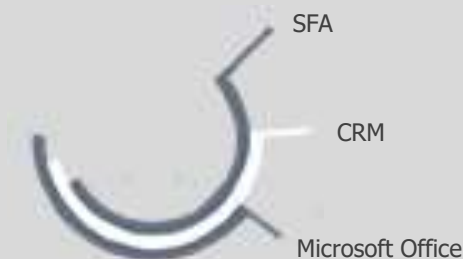
Strategic Planning & Pragmatic Thinking  
Sales & Marketing/Project Sales  
Business Continuity Planning  
Key Account Management  
Channel Management  
Client Relationship Management  
Business Development/Revenue Growth  
Profit Centre Management/P&L Management  
Go-to-Market Strategies  
Team Building & Leadership  
Controllershship & Decision Support  
Product Launches/Promotion



## SOFT SKILLS



## IT SKILLS



## PERSONAL DETAILS

Date of Birth: 26<sup>th</sup> Sept 1984 || Languages Known: English, Hindi, Punjabi and Gujarati || Address: F202, Sheetal W.Park Resi., Vastrapur, Ahmedabad(West) – 380054



## PROFILE SUMMARY

Offering **nearly 12 years** of experience in B2B and B2C sales across building material industry

- ❖ **A strong visionary** with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments, expanding the revenue base in the market by more than 24 % Y-o-Y expansion
- ❖ **P&L Driver & Revenue Accelerator:** Achieved market penetration and global product expansion through strategic business planning which resulted in increase in revenue and profitability
- ❖ A determined professional with rich experience in managing sales & revenue expansion activities in various geographic and demographic region of India such as West, Gujarat and Vidharba
- ❖ Showcased excellence in managing business operations and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives
- ❖ **Start-up specialist** with a successful career chronicle in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities in assigned territory and generating multi-million dollar business; expanded the business community quarterly performance evaluation with incentives resulting in less attrition & better performance
- ❖ **Sales Strategist:** Spearheaded formulation of policies for elevating profitability by leading sales & marketing operations, increasing sales growth and driving initiatives in order to achieve business goals
- ❖ **Strategic Alliances:** Fusing entrepreneurial drive & vision to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities
- ❖ **Client Management Expert:** Skilled in providing differentiated product propositions & solution-based approach to clients, thereby creating a win-win situation and foundation for long term client retention; amplified customer base by 40% through maintaining effective relationships, Cost effective solutions
- ❖ **Thoughtful Leadership:** Developed the strategy and roadmap for organization's business expansion; conceptualized and developed new business strategies which led to an increase in business
- ❖ **Efficient Business Strategist:** Experience in managing overall operations, finances & cost/budgets of profit centers along with revenue targets, thereby ensuring required profitability of business operations in the dead area
- ❖ **People Manager:** Developed a lean team with multi-operational capabilities using interactive and motivational leadership that spurs people to willingly give 100% effort



## CAREER TIMELINE

Since Feb'17

Century Plyboards I Limited as Regional Sales Manager Gujarat and Vidharbha

May'11- Feb'17

Godrej & Boyce Mfg. Co Ltd.as Area Sales Manager- Gujarat

Apr'10- May'11

Hindustan Unilever Ltd.. as Territory Sales Office- Ahmedabad and North Guj.



## WORK EXPERIENCE

**Feb'17- Present Century Plyboards I Ltd as Regional Sales Manager Gujarat and Vidharba region**

**Growth Path:**

2017-2019: Senior Branch Sales Manger-  
Ahmedabad branch (Panel Division)



2019-Present : Regional Sales  
Manger(Gujarat & Vidharba)



### Senior Branch Sales Manager- Ahmedabad branch (Panel Division) & Regional Sales Manager (Guj. & Vidharbha)

- ❖ Responsible for administering the sales for Region and Market expansion activities in the branches (Ahm, Surat & Nagpur)
- ❖ Generation of Business Revenue for the branch through Key Account Management and Specification through Architects Interior Designers, Contractors Real Estate Developers, PMCs
- ❖ Developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- ❖ Impacting organization profitability through effective strategic & tactical management decisions and new business development
- ❖ Formulating end-to-end sales solutions, streamlining operations, while contributing to long-term growth objectives of the corporate entity
- ❖ Spearheading entire gamut of operations related to gathering customer requirements and building strong relationship with the key persons
- ❖ Directing profit center operations and increasing profitability and achieving business objectives within budgeted parameters
- ❖ Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics
- ❖ Networking with decision makers Influencers to generate business from the new & existing accounts and achieving increased sales growth thus catalyzing profitability
- ❖ Responsible for Developing 13 Districts and creating additional 60 Unique Billing Points & 35 Premium Billing Points

**May'11-Feb'17: Godrej & Boyce Manufacturing Co. Ltd. as Business Development Manager**

**Growth Path:**

2011-2013: Assistant  
Manager - Retail &  
Project Sales



2013-2014 : Deputy  
Manager - Retail Sales



2014-2015 :  
Senior Manager -  
Channel Sales



2015-2017: Area Sales  
Manager - Channel  
Sales



### Senior Sales Executive / Asst. Manager - Retail and Project Sales

- ❖ Headed Channel Sales of Ahmedabad, Central Guj. And North Guj. Region for 2 years and part of Product launches in Entire State
- ❖ Created Distribution base in district towns of North Gujarat and Kutch region
- ❖ Worked with Real estate builders like Swagat Infra, Gala builders, Sheetal Infra for customized locking solutions

### Deputy Manager - Retail Sales

- ❖ Worked in Central Gujarat, Surat and South Gujarat for Distribution channel and modern trade business
- ❖ Developed service and sales network for Locking Solutions and Glass Hardware
- ❖ Developed Growth products like Kitchen Hardware in the region which was selling only traditional product

### Sr. Manager - Project Sales

- ❖ Led channel sales development in entire state of Gujarat
- ❖ Managed Retail and Channel Sales in Gujarat and developed different LOB Channel Partners for Mortise and Glass Hardware
- ❖ Coordinated with Influencers such as Architects, Builders, Carpenters, and Contractors to ensure efficiency in business operations and conducted Architect and Glass Contractor meet in many cities of the state
- ❖ Headed Assistant Managers to ensure group targets achieved through efficient processes laid down by organization

### Area Sales Manager- Retail Sales

- ❖ Worked in Retail Sales as Area Sales Manager- Gujarat
- ❖ Engaged in network development in Gujarat State for Retail, Distribution business and Modern Trade and controlling and reducing expenses for the branch and outstanding control as per norms.

**Apr'10-May'11: Hindustan Unilver Limited as Territory Sales Officer – Ahmedabad and North Guj**

- ❖ Looked after General and Modern Trade, Rural Business and FMCG channel
- ❖ led activities i.e. Sales Achievement, Forecasting, Inventory Control of channel partner, Sales Promotion Schemes & Budgeting
- ❖ Managed and guided 17 Sales Promoters, 3 Team Leaders and 3 Back Office Support Executives & 4 Service Technicians
- ❖ Performed the conversion of opportunities through Consumer Durable Outlets (CDO) with the help of team members



### Significant Achievements:

- ❖ Endowed with Best Performance Award (Legend of Locks) in 2011-2012 in Channel Sales
- ❖ Consistently performed as Met Expectation for 2 years in Godrej Locking Solutions
- ❖ Received Public Speaking & Personality Development certificate from AMA Ahmedabad
- ❖ Bagged the highest order of INR 4 Cr (20K Pcs). from Adani Corporate House for their office in the year 2018-19
- ❖ Bagged prestigious order of Vidhansabha & Surat Diamond Bourse for supplying Plywood and Veneers



## EDUCATION

2010

**Master of Business Administration (Marketing & Fin)** from ICFAI Business School Bangalore

2005

**Bachelor of Commerce** from R J Tibrewal Commerce College, Gujarat University

