

# Aniket Arun Sinha

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**Seeking for a challenging assignment in the field of “Business Development / Marketing / Sales” that would facilitate the maximum utilization and application of my broad interpersonal skills, strong functional knowledge and expertise in making a positive difference to the organization.**

## Career Snapshot

- An accomplished professional with 10 years of cross functional experience across the verticals of Marketing / Sales, Business Development & Manufacturing.
- Passion to challenge everything to bring out the best in team members and achieve more through Anticipation, Creativity and Excellence in Execution.
- An Out-of-the Box thinker with sound product knowledge and thorough understanding of Product dynamics to develop Product strategy to meet Company objectives and customer requirements
- A keen planner with skills in conceptualizing & effecting process initiatives to enhance efficiency and productivity in all areas.
- An effective communicator with exceptional analytical, problem solving & interpersonal skills
- Dedicated and highly ambitious to achieve personal as well as the organizational goals
- Excellent leadership and Team Management skills

### CORE COMPETENCY

- Business Development
- Customer Relationship Management
- Channel Sales
- Network management
- Marketing / Sales Management

## Knowledge Domain

- Dealer Development
- Export Sales
- Technical Sales
- MS Office
- Area Management
- Lean Manufacturing
- SAP

## Career Contour

### Manager Export – ASIA, Europe, Africa, Australia and South America. – Jyoti CNC Automation Ltd.

#### Job Profile

- Manage and Develop existing distributors and customers in these regions.
- Plan and allocate key resources for marketing and promotional events.

### Area Manager (South East Asia) – Jyoti CNC Automation Ltd (May 2017 - Present)

#### Job Profile

- Responsible for Business Development, Sales and Customer Support ASEAN Countries (Singapore, Philippines, Thailand, Indonesia, Malaysia, Vietnam, Myanmar etc.)
- Developed and managed local dealers in South East Asian countries.
- Managed team for After Sales & Services Support operations.

#### Key Achievements

- Developed Tech Center at our dealers end in Thailand.
- Developed channel partners in Indonesia and Malaysia.
- Vendor Development for the manufacturing of new business - Ventilators, an initiative from the company during COVID 19 pandemic.

### Senior Engineer at Electro Cut Pvt. Ltd. (April 2016- April 2017)

#### Job Profile

- Production planning
- Material handling

#### Key Achievements

- Maintained lean inventory.
- Reduced Down time

- Reduced Overhead cost and increased Efficiency & Productivity.

#### Engineer at Electro Cut Pvt. Ltd. (Aug 2011- July 2014)

- Handle major clientel and NPD projects.
- Handled Projects with NRB Bearings Hyderabad, Godrej Locks Division and FAG Vadodra for Press tools.
- Established TPM for reconditioning and maintaining the tools for their regular production.
- Develop new customers.

#### Key Achievements

- Reduced tool quality complains from 5 tool /month to 0 /month.
- Implemented 5S and Lean methods to reduce project lead time

#### Summer Internship Project. (Jun'15 – July'15)

**Project Name:** Planning & Quality Maturation at BIW Level  
**Client/Location:** **Tata Motors Ltd**, Small Car Manufacturing Plant, Sanand Ahmedabad  
**Description:** To rectify errors and improve the quality of the sub-assembly of 'Tata XO'

#### Responsibilities: (Assigned to New Product Planning Department)

- Collected data from manufacturing panels
- Analysis by establishing trends to rectify errors, thus improve the quality of the sub-assembly of 'Tata XO'

### Other Projects

#### Baja Racing (Dec2010)

**Project Name:** Steering Mechanism & Power Train of All Terrain Vehicle  
**Client:** Final Year Project  
**Duration:** 6 Months  
**Description:** Designing and fabrication of the chassis, and testing of the vehicle

#### Responsibilities:

- Assembly of steering mechanism & gearbox.
- Assembly and testing of the Entire vehicle.
- A Project on study of Supply Chain Management at 'Hitachi' factory, Ahmedabad
- Project on Market Feasibility Analysis of launching a cafe
- The Cross sectional working model of 'MPFI' engine showing various sensors
- Working of air compressor
- Study project at 'Jindal Steel Works' Bellary Karnataka

### Acedemic Credentials

Qualification	Institute	University/ Board	Secssion/Year of Passing	CGPA/ Percentage
M.B.A (Operations & Marketing)	Amity Global Business School	Amity University	2014-16	7.69
B. Tech.(Mechanical)	Institute of Engg & Technology	Bundelkhand University	2007-11	77%
12th Standard	Vasant Vihar Junior College	HSC Maharashtra	2007	65%
10 <sup>th</sup> Standard	Little Flower High School	SSC Maharashtra	2005	69%

### EXTRAMURAL ACCOLADES

- Received shield and citation for "Interpersonal Skills & Team Spirit" from Amity University
- The Award for "Best Student in Operations Management" from Amity University
- Silver Medal in Intra college Quiz competition organized by Business Standard

### PERSONAL DOSSIER

- Date of Birth: May 19<sup>th</sup>, 1989
- Languages Known: English, Hindi, Marathi, Gujarati and French
- Marital status: Unmarried

### CURRENT COMPANY

**Jyoti CNC Automation Ltd.** (May 2017- till date)  
 As Assistant Manager – Export Sales.  
 CTC – 11,50,000 PA.

**(Aniket Arun Sinha)**