



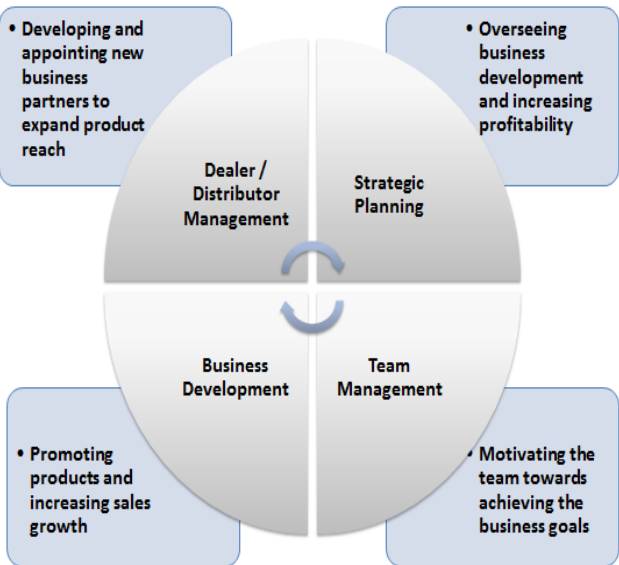
MASOOD RAZA JAMAL
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Seeking **managerial** assignments in **Sales & Distribution** with an organization of high repute

SKILL SET	PROFILE SUMMARY
<p>Business Development</p> <p>Budgeting & Planning</p> <p>Sales & Marketing</p> <p>Market Research & Analysis</p> <p>Distribution Management</p> <p>Customer Relationship Management</p> <p>Team Management</p>	<ul style="list-style-type: none"> • A dynamic professional with over 22 years of rich experience in: • Consistent success in driving growth, generating revenues, capturing market share and enhancing the value in domestic market. • Adept in managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives • Demonstrated abilities in expanding the market, brand building, generating new trade and targeting the potential customers / consumers • Adroit in creating business development procedures, channel / dealership standards and sales strategies as well as service delivery plans & guidelines • Proficient in mentoring and training the field functionaries to ensure the sales & operational efficiency • Deft in managing sales & marketing operations with accountability for incremental volume & profit growth <div> <p>SOFT SKILLS</p> </div>

CORE COMPETENCIES

- Overseeing business development operations and accountable for increasing profitability and achieving business objectives within budgeted parameters
- Developing strategy, overseeing team & individual performance and managing daily activities
- Strategizing business directions ensuring profitability in line with organizational objectives
- Formulating business plans for overall development & accomplishment of top and bottom-line profitability
- Successfully meeting the ever-increasing competition from organized and unorganized structures
- Evolving market segmentation and developing segmentation strategies to achieve desired targets
- Conducting competitor analysis by keeping abreast of market trends and competitor moves
- Networking with financially strong / reliable channel partners, resulting in deeper market penetration and reach



ORGANIZATIONAL EXPERIENCE

From March 22



Regional Sales and Operation Manager
Wardwiz Sales and Marketing LLP

KRA....

- Responsible for Sales and Operation for West India.
- Leading and monitoring of sales team to achieve the organisation objective and goal.
- Maintaining business Eco Systems, sales functions, Team Management, Monitoring and keeping track on width of distribution, depth of distribution, competition activity, achieving sales revenue targets

INTEX

From Apr 18
Intex Technologies (India) Ltd. Based at Delhi
Till Sep. 19

KRA....

- Responsible for entire sales operation for North India consisting Delhi, Haryana, Punjab, Himachal Pradesh and Jammu and Kashmir.
- Leading and monitoring of sales team to achieve the organisation objective and goal.
- Managing and leading sales function, leading a team of Managers, Monitoring and keeping track on width of distribution, depth of distribution, competition activity, achieving sales revenue targets.

GIONEE

From Dec.16 To Jan 18

Syntech Technology Pvt. Ltd. As Manager Sales Based at Ahmedabad

KRA....

- Responsible for entire sales operation for assigned geography.
- Leading and monitoring of sales team to achieve the organisation objective and goal.
- managing and leading sales function , leading a team of Managers, Monitoring and keeping track on width of distribution, depth of distribution , competition activity , achieving sales revenue targets
- Market analysis and input allocations to develop the Brand and revenue.
- Planning viz. preparing budget, schemes, sales forecasting, inventory management and new product launch.
- Maintaining Business Hygiene.
- Infiltration control.

From Sep'14 To May 15



Celkon Impex Pvt. Ltd, based at Ahmedabad as Zonal Sales Manager

Key Result Areas:

- Managing the complete sales & marketing operations and accountable for increasing sales volume in Gujarat, MP. and CG.
- Conducting detailed market study to analyse latest market trends prevailing in the industry; tracking competitor's activities and providing valuable inputs for fine tuning the selling & marketing strategies
- Identifying & developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.

Oct'11 – Aug'14

Lava International Ltd., Senior Branch Manager

Gujarat



Key Result Areas:

- Managed overall branch operation of Gujarat.
- Undertook various methods to develop the branch as EBITDA positive branch

Highlights:

- Doubled the revenue in just 6 months and displayed a consistent growth throughout the tenure by tapping unexplored territories, conducting road shows, executing strategic in-shop brand activities, through placement of right product at right counter, etc.
- Regarded as No. 2 Indian Player in State.

Sep'10 – Sep'11

Reliance Communications Ltd., Location as Senior Manager (Sales & Distribution)

Ahmedabad.



Key Result Areas:

- Maintained healthy relation with channel partners to enhance overall business of the organisation
- Enhanced business by planning product launch activities, DSE and brand promotion activities
- Analysed the competition in the market to assist the senior management in taking key business decisions
- Handling normal trade business as well as data card business for Ahmedabad
- Supervising a team of 6 TSMs and 90 DSEs
- Designing sales strategy for assigned territory keeping in mind the local factors

Highlights:

- Earned the highest ever acquisition (40,000) in Dec'10
- Secured highest ever revenue in Jan'11
- Acquired orders of 2000 data cards with 400 WOD (5 time growth)

Jun'08 – Sep'10

Idea Cellular Ltd. As Zonal Sales Manager (Jodhpur Zone, Rajasthan)



Key Result Areas:

- Prepared budgets & product schemes to enhance business of the organisation
- Handled sales forecasting, inventory management and new product launch operations
- Supervised a team of Territory Managers, monitored their distribution and ensured the operations undertaken are as per the organisational standards
- Ensured smooth execution of operations by maintaining optimum inventory levels and developing attractive merchandising to serve the market

Highlights:

- Received:
 - 'Best ZSM' Award for OND 08 in distribution parameters and hygiene adherence
 - 'Best ZSM' Award for achieving maximum data card sales in region

- Award for successfully launching micro distribution in the assigned circle

May'05 – May'08 **HCL Infosystems Ltd. (Nokia Business), Gujarat**

Growth Path:

May'05 – Nov'07 **Area Sales Executive**
Dec'07 – May'08 **Area Sales Manager**



Key Result Areas:

UP (West) Dec 07 to Jun 08

- Handled general trade business of UP(West) for Nokia handsets
- Interacted with the distribution and retail chains across UP (West)
- Undertook forward planning for coming month for stock procurement
- Administered volume of around 100k handsets with a turnover of Rs35C.rper month

Surat Jun'06 – Nov'07

- Handled sales and distribution of Nokia handsets in Surat and South Gujarat
- Managed 4 Re Distribution Stockiest and 2 Micro Distributors
- Handled volume of around 140K handsets and turnover of 50cr per month

Ahmedabad May'05 – Jun'06

- Managed sales and distribution of Nokia Accessories in entire Gujarat
- Handled 12 Re Distribution Stockiest and 25 Micro Distributors
- Supervised operations for volume of around turnover of 2 Cr. per month

Highlights:

- Awarded with a trip of Bangkok for achieving stretched value target of OND'07
- Received:
 - Award for Extra Ordinary Performance in AMJ 07
 - Certificate of Appreciation at Malaysia Conference for excellent performance in ATWS scheme(Apr'07)
 - Special Commendation Award for quarter OND 06
 - Award for achieving multimedia scheme targets(Aug-Sep'06)
 - Award for giving highest value growth nationally in OND '06
 - Special Commendation Award for gaining back highest market share (Year 06-07).
 - Special Award of Nationally Best Area/Location Mobile Enhancements of the Quarter JFM 06
 - Special Recognition Award for Mobile Enhancements for the Quarter OND 05
- Acquired highest sales in the region in Champions Day Out Contest (Oct '07& Oct'06)

PREVIOUS EXPERIENCE

Jan'03 – Apr'05 IfusionTechnologies, Delhi as Sales Executive
Feb'01 – Dec'02 Eagle Flask Industries Ltd., Chhattisgarh as Sales Officer
Mar'98 – Jan'01 Rushabh Marketing Pvt. Ltd. (Pepsi FOB0), Biharas Sales Representative

EDUCATION

1995 Diploma in **Sales** from Arcade School of Sales, Patna
 1993 B.Com. (H)fromMagadh University, Bodh Gaya

IT SKILLS

- Well versed with MS - Office (Word, Excel & PowerPoint), Adobe Photoshop, Corel Draw, Internet Explorer 7.0, Outlook Express and Netscape Navigator

PERSONAL DETAILS

Date of Birth: 24th November 1974
 Address: C-402, Classic Homes Society, Near Amber Tower, Sarkhej-Juhapura Road, Ahmedabad – 380055, Gujarat
 Languages Known: English, Hindi, Urdu, Gujarati, Punjabi and Bengali

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