

# HEMANT M. SHARMA

South Bopal, Ahmedabad, Gujarat, India

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Date of Birth: 10th October 1976

## SALES & MARKETING MANAGEMENT PROFESSIONAL

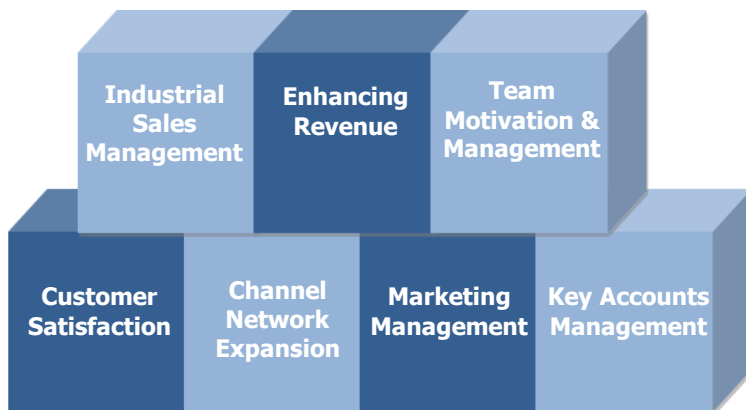
### Educational & Professional qualifications

- MBA with specialization in Marketing through one year correspondence from National Institute of Management, Nagpur –Jun, 2010
- Diploma in Mechanical Engineering from Anjuman Polytechnic (Bombay Board of Technical Education) Nagpur- 1998
- Diploma in Microsoft Products (6 months) from CIC-CCIT, Nagpur – 1998.
- Certifications – Internal auditor for ISO Sales Management- Sales Fundamentals- Online marketing- Marketing Research- Marketing Fundamentals- Managing Teams- Management Fundamentals- International Marketing- Google Analytics Essentials- Business Fundamentals- Designing Growth Strategy- Advertising

### Profile Summary

- A result oriented Industrial Sales, Marketing and Business Development professional with **21 years'** experience to consistently overhaul challenging targets.
- A Manager who has led, inspired and motivated teams, to increase their productivity, resulting in accomplishment of corporate growth and increased market share by devising and implementing effective sales plans.
- Highly skilled at implementing marketing strategies to ensure top line and bottom line for the company.
- Excellent communicator with exceptional talent for problem solving through reasoned thought processes and system-based approach.
- Techno-commercial acumen, demonstrated by success in handling diversified product segments.

### Core Competencies



### KEY ACHIEVEMENTS

- Achieved **220MINR** @ 50% YOY growth in 2021
- Product Design order from ADNOC-UAE - **6.5 MINR**
- Converted major clients and expanded secondary network channel to increase sales revenue by **30%** and **26%** for south zone YOY at Pix Transmission.
- Achieved **43%** growth during tenure, from 126 MINR to **181 MINR** at Insmart Systems.
- Accomplished branch revenue increase of **41%**, despite a regional reduction of 8% at Grainger.
- Generated single export order of **200 MINR** for a project of Burma Railways, biggest in company history at Mini Iron
- Single handedly established regular sales from 0 to **200** barrels per month.

### Career Summary

**Mini Iron & Steel Pvt Ltd**  
Marketing Manager  
Automotive springs

**Grainger Industrial Supply (I) Pvt Ltd**  
Branch Manager  
Industrial Products

**Pix Transmissions Ltd**  
Zonal Manager  
V-Belts, Pulleys

**Lumium Design Engineering Pvt. Ltd.**  
National Sales Manager  
Product & Packaging Design



**Rajkumar Ag**  
Sales Engineer  
Industrial Lubricants

**Asia Engg Services**  
Dy. Mgr Sales & Ser  
Slurry Pumps

**Insmart Systems**  
Business Dev Mgr  
Process Equipment's

**Mehak Enterprises**  
Proprietor (Own Dealership)  
TC Inserts

**Orient Enterprise (Gujarat) Pvt. Ltd.**  
GM – Key Accounts  
SKF Bearings/Flexco  
Conveyor Belting Solutions

## Professional Experience

**GM-Key Accounts – Ahmedabad**      Orient Enterprise Gujarat Pvt. Ltd.      Apr '18 to Till Date

Managing business enhancement and increase in market share, while ensuring customer retention for this no.1 industrial distributor of SKF products for Saurashtra and Ahmedabad region. Dealers in Flexco make Conveyor Belting Solutions (Splicers, Fixtures, Mechanical Fastenings, Conveyor Belt Trackers, etc)

- Leading a team of six engineers to achieve sales revenue for SKF bearings, Lincoln Lubrication systems, Flexco Conveyor mechanical fastenings and other Conveyor Belting solutions
- Key accounts include major players across segments i.e. (Soda Ash) Tata Chemicals, Nirma Limited, GHCL, Saurashtra Chemicals- (Cements) Ultratech Cements, Ambuja Cement, Siddhi Cement, Grasim Industries, Shree Digvijay Cement – (Automotive) Ford, Tata Motors, Honda Scooters – (Textiles) Arvind Mills, Jindal Denims, Chiripal Industries, Sintex Yarn – (F & B) Amul Dairy, Sabarkantha Dairy – (Ports) Pipavav Port etc. (Oil & Gas) – Reliance, Nayara, etc.
- Conduction of training and motivations on value selling
- Devising SOP's for the back office teams, for enhancing customer satisfaction
- Devising the targets and incentive policies in consultation with the CMD
- Reporting to the Chief Managing Director

**National Sales Manager – Ahmedabad (Head Quartered in US)**      Lumium Design Engineering Pvt Ltd      Aug '16 to Apr '18

PAN India sales generation for this Product and packaging design company headquartered in US.

- Started the revival by reengaging with the past client
- Segmented the corporate clients in multiple domains to apply focused approach
- Engaged with top management at client end
- Lead generation through multiple avenues, including digital marketing
- Attended international and generated biggest design project for ADNOC for MINR 6.5

**Proprietor – Nagpur**      Mehak Enterprises      Jul '15 to Jul '16

Started own sub-dealership in VMC and CNC inserts, but had to wind up due to financial constraints

**Zonal Manager (South India) - Nagpur**      Pix Transmissions Ltd.      Jul '13 to Jul '15

Managed multi-state geographical sales area and generated increased revenue streams by tailoring company strategies, products and solutions to meet the needs of the customer, for company manufacturing mechanical power transmission product.

- Led a team of five people to achieve sales growth.
- Expanded customer base by providing excellent customer service, locating and developing profitable niche markets, promoting the most suitable products for those markets, and developing and executing plans that resulted in lead generation, strong customer relationships, and profitable sales.
- Motivated the channel of 10+ distributors and 300+ dealers through lead conversion.
- Customer meets and monitoring of entire sales process from prospecting to closure and follow up.
- Conducted SWOT analysis of competitors and channel.
- Market segmentation, people deployment, market coverage plan and product promotion.

**Manager BD & CS – Hyderabad**      Insmart Systems Pvt. Ltd.      Jan'12 to May'13

The company is into manufacturing of analytical automation equipment's for XRD & OES, Mineral Beneficiations Labs, C.I.P, H.I.P, and Metal & Ceramic Injection molding systems.

- Handled a 450+ PAN client base in Steel, Cement, Mining, Coal, Power, Institutions, Pharma and Defense
- Ensured timely resolution of customer objections/queries.
- Directed a team of 10+ service/sales personnel to ensure optimum customer satisfaction.
- Acted as main client contact point for product support.

**Branch Manager – Nagpur & Raipur  
(Subsidiary of Grainger – US)**

Grainger Industrial Supply (I) Pvt. Ltd.

Sep'09 to Jul'11

Managed overall branch operations for Grainger India, part of no.1 ranked fortune 500 US based MNC in distribution of Industrial/Domestic Electrical, Mechanical & Networking (IT) products.

- Achieved sales growth of 42% from Branch, whereas the entire Zone had a de-growth of 8%.
- Handled a channel of 50+ dealers into diversified business segment.
- Duties included revenue enhancement from channel, payment collection, and reduction in sales to expense ratio, coordination within the organization to ensure customer delight.

**Deputy Manager- Sales & Service**

Asia Engineering Services

Jun '06 to Sep '09

In-charge for sales of Pumps, Valves & Centrifuge to Thermal Power plants, Mining & Coal washeries of Vidarbha, Chhattisgarh, Madhya Pradesh & Eastern UP.

- Led a team of seven sales & service engineers.
- Responsible for entire sales process from product knowledge, prospecting, approach, need assessment, presentation, closing and follow up.
- Ensuring satisfied customer through handling service requests by deputing service engineers.

**Manager-Marketing & Mgmt. Rep**

Mini Iron &amp; Steel Pvt. Ltd.

Jan' 03 to Feb' 06

Overall marketing activities including export management for an ISO 9001:2000 company manufacturing Helical Coil Springs and Leaf spring flats for automotive industry domain.

- Contributed to the growth in turnover from during three successive years
- Secured biggest single export order in company's history of 2 Cr.
- Aftermarket sales of springs for renowned global brand vehicles to whole sellers based in Delhi, UK, Australia & UAE. Personally, visited and developed customer base in UAE.

**Sales engineer**

Rajkumar Ag (CFA of HPCL)

Dec' 99 to Dec' 02

Handled Industrial lubricants sales and depot management activities for Vidarbha region since inception of C&F.

- Achieved a sales growth from **0** barrels to **200** barrels per month

**Personal Details**

Permanent Address : New Adarsh Colony, Katol Road, Nagpur, Maharashtra.  
Sex : Male  
Marital Status : Married  
Languages Known : Hindi, English and Marathi  
LinkedIn Profile : <http://in.linkedin.com/in/hemantmsharma>

I hereby declare that the above given information is true to the best of my knowledge & belief.

Hemant M. Sharma