|  | **ANURAG TRIPATHI**  **Assistant Vice President**  *Played a catalyst role in establishing actionable solutions; targeting senior leadership assignments in* ***Channel Sales | Product Management | Marketing*** *with an organization of high repute for mutual growth.* | | +91-9727701221, 9545088188 |  | | --- | --- | | anutrip318@gmail.com |  | | |
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|  | **PROFILE SUMMARY**   * **Persuasive & influential C-level professional**, with dynamic career of **nearly** **25 years** focused in managing sales, marketing & business operations including developing strategic business plans, ensuring overall profitability and revenue growth; maximized market penetration, ensured brand awareness, sell-through & delivered customer delight * *Possess broad-based domain experience across* ***FMCG, Consumer Durables.*** * **Energetic & Enthusiastic Leader,** currently working as **AVP** and spearheading the west zone **while delivering 90 Cr annually**; successfully established **Green Panel as one of the leading brand in Plywood** * Characterized as a **visionary, strategist** with xombined **multi-disciplinary experience** with success in driving large engagements such as **New Business Development, Strategic Planning, New Product Development, Sales, Innovation & Product Marketing** with key focus on developing & executing operational strategies to accomplish **top & bottom-line profitability** * Expertise in managing all aspects of **product marketing** including product enhancements, competitive analysis, market forecast and product positioning with capabilities in incorporating strategic differentiators levered on value propositions into innovative and detailed product requirements * **Thought Leadership**: Expertise in turning around business, reaching the break even and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation * **Strategic Alliances:** Leveraged **entrepreneurial ability** and skills in translating corporate vision, to overcome complex business challenges & deliver on high-impact decisions * **Persistent and naturally curious about how things work**; have seamlessly delivered breakthrough levels in process capability, reproducibility of designs and business processes to reduce defects and attain world-class levels of business capability with robust cost-reduction and improved profitability * **Innovation Champion** with a strong ability to excite others by combining facts, reasoning and logic mixed with ‘humor & élan’ to drive collaboration amongst multi-dimensional, cross-functional and globally dispersed teams * **Directed cross-functional teams**: guiding team members & enabling knowledge sharing amongst them; problem-solver & decision-maker with extensive experience in proposing solutions & alternatives to achieve business & operational excellence   **CAREER TIMELINE (RECENT 4)**    See the source imageSee the source imageSee the source imageSee the source image | | **CORE COMPETENCIES**  **Strategic Planning & Leadership**  **Product Management & Marketing**  **BTL Activations**  **Business Strategy & Execution**  **Product Profitability Improvement**  **Profit Centre Operations**  **P&L Management**  **Brand Visibility & Awareness**  **Key Partnership Development**    **Go-To-Market Strategies**    **Stakeholder Management**    **Team Building & Organizational Development**  **EDUCATION**   * **1998:** PGDM Business Management (Marketing) | Institute for Integrated Learning in Management, New Delhi * **1995:** B.A. (Arts with Psychology & Economics) | Gorakhpur Universitym, Location |
|  | **TRAININGS**   * Completed 2 month training on **Estimating The Market Potential of Barbie Dolls in Delhi Market** and suggesting the way to expand the distribution network (Blow Plast Ltd.) * Actively participated in various in house trainings on **Team Management, Channel Interaction and w**orkshops on **ETD Management, Negotiating Skills & Channel Correction** during different assignments   **WORK EXPERIENCE**  **Since Dec’18: Green Panel Ind. Ltd., Ahmedabad (Gujarat) as AVP (West Zone)**  **Role:**   * Spearheading the West zone independently while managing the P&L and formulating & implementing business strategy for west to achieve substantial growth & revenue profitability * Directing a team of 38 members from all the functions (Marketing, Business Development, Commercial and Sales) to attain market share and brand leadership position * Managing sales through channel management & project working while strengthening distribution network to increase reach and width for retail presence, maximizing share with organized project working and driving multiple engagement activities for better brand recall among influencers * Developing relationships with the distribution networks for exploring and developing new opportunities in collaboration with the cross-functional teams * Maximizing business from existing serviced accounts and acquisition of new accounts in the geographical region & segment allotted * Steering operations related to Strategy Planning, Commercial Feasibility, Business Models, Market Studies, Costing, Contract Settlement, Product Development * Implementing strategies to fulfill the objectives and lead to revenues maximization, profits & market share of the company; streamlining overall operations pertaining to business development and customer service while focusing on channel management & demand forecasting   **Sep’17-Nov’18: Sintex BAPL Ltd., Ahmedabad (Gujarat) as AVP**  **Highlights:**   * Significantly **achieved organization’s top-line and bottom-line objectives** while managing **business of close to 170 Crores** annually from all **Gujarat & Rajasthan region** * Played a key role in exercising the profit centre principle at the regional level through **volume/ value sales, mix management** and by controlling the various cost of business like, **Cost to Serve and Cost to Sales both** * Led the successful implementation of robust channel strategy in region and initiated the exclusive **Brand Shops concept** in region resulting as important element of **national channel strategy** for the organization * Competently managed the **Business of State as a profit centre** * Monitored the environment and **mapped & acquired opportunity** for the maximum **benefit of brand strength** * Initiated secondary activities and marketing input at local level to **create hype, trust and confidence among the trade** * Ensured maximum business on **Advance Payment System**   **May’11-Aug’17: Greenply Ind. Ltd., Ahmedabad (Gujarat)**  **Growth Path:**  *May’11-Jun’14: Branch Manager*  *Jul’14-Aug’17: Regional Manager*  **Highlights:**   * Successfully delivered the result as per the expectation of the company and managed business of close to **100 Crores annually** from Gujarat region and rest of Maharashtra region * Recognized as the **Best Performer of the West Zone in 2011** and got the FTS scheme of a couple trip to Malasiya; got promoted as Senior Branch Manager * Received: * **Green Glory Award as Best Branch (West Zone) in 2012** and rewarded for FTS of Trip to Dubai * **Outstanding Performer in Q2 and Q4 of 2013** and rewarded for FTS of Trip to China   **Oct’07-Apr’11: Whirlpool of India Limited, Lucknow (U.P.) as Area Sales Manager**  **Highlights:**   * Received: * **Best Performer Award** of the Central region in 2008 and got the FTS scheme of a Trip to Spain. * **Employee of the Quarter Award** in Q2 of 2009 and rewarded for FTS of Trip to Bangkok. * **Employee of the Quarter Award** in Q2 of 2010   **PREVIOUS EXPERIENCE**  **Apr’00-Oct’07: Wrigley India Pvt. Limited, East & Central U.P. as Area Sales Executive**  **Growth Path:**  *Apr’00-Dec’02: TSI Level*  *Jan’03-Dec’05: Sales Officer*  *Jan’06-Oct’07: Area Sales Executive*  **Apr’98-Mar’00: Alembic Glass Ind. Limited, East & Central U.P as Sales Executive**  Description: personaldetails24x24icons **PERSONAL DETAILS**  **Date of Birth: 3**1st August 1974  **Languages Known:** Hindi and English  **Present Address:** C-1/92, Orchid Harmony, Applewoods, S.P.Ring Road, South Bopal, Ahmedabad  **Permanent Address:** C/oSmt.I.B.Tripathi,J-1101, Spring Greens Apartment, Anaura Kalan, near Indira Canal, Faizabad Road, Lucknow 226028 U.P | | |