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| **Pathak Gaurang Hasmukhray**  | Strategic Sales & Marketing | Business Development | Operations Management | | | |  |  | | --- | --- | |  | Gujarat, India | |  | +91-9687603681 | |  | gaurangpathakamr@gmail.com | |
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| **Personal Profile**  ***Scaling new heights of success and leaving a mark of excellence in assignments which involve analytical capabilities and professional growth***  **Targeting assignments in Business Development / Sales & Marketing with an organization of high repute**  **Industry Preference:** Cement/ Steel / Any Other Building Material Sector in Construction Industry / Tyre Industry / Marketing in Petroleum Sector  **Location Preference: Gujarat**  **Core Competencies**   * ***Strategic Business Planning*** * ***Brand & Product Development*** * ***Strategic Alliances & Partnership*** * ***Product Promotions & Launches*** * ***Business Growth and Expansion*** * ***Consumer Insights & Market*** * ***Budget & Cost Controls*** * ***Vendor Management*** * ***Training & Development*** * ***Client Management*** * ***Team Building & Leadership***   **Education**   * **B.Com.** from Saurashtra University in **1999** * **MBA (Marketing)** from Sikkim Manipal University in **2012** * **Post Graduate Diploma in Marketing Management** from ICFAI University in **2013** * **Certificate Course in Strategic Management** from Symbiosis Centre for Distance Learning in **2015** * **Diploma in Innovation Management** from ICFAI University in **2017**   **Soft Skills**   * Analytical * Multitasking * Team Oriented * Positive Attitude * Critical Thinker * Communicator * Relationship Management   **Achievements**   * Awarded "Top Sales Manager for the Year 2020-2021 for Achieving Average Trade Sales of 4000MT+ for Ahmedabad and Gandhinagar District * Increase Trade Market share by 1.7% for the year 2019-2020 and awarded top Marker share increase area      * Achieved all Time Highest Sales for the Premium products for Consecutive years 2017 to 2021 * Launched Premium Product Sales Module up to Rural Territory Level to increase brand awareness and brand value in rural area * Developed the strategy and road map for organization's New Market Launch for the JAYPEE cement, JK LAKSHMI Cement and BANGUR Cement   **Personal Details**  **Date of Birth:** 14th Jul 1979  **Languages Known:** Gujarati, Hindi & English  **Address:** B-103, Maruti Amrkunj, Near Surya Circle, Opp.:-Dev Sharnam Flats, Behind Pramukhnagar, Kh. Road, Sargasan, Gandhinagar-382421(GUJARAT)  **Current CTC:- 19.4 LACS** | **Profile Summary**   * **Accomplished professional** with **nearly 20 years** of rich experience in developing winningmarketing strategies, devising and executing business plans to achieve top-line & bottom-line profitability with rich skills in driving end-to-end Sales Strategy, B2C through Channel Sales and Business Development, B2B. * **Experienced in increasing sales revenues**, exceeding targeted sales goals, developing profitable & productive business relationships and building an extensive client base * **Experience in building & maintaining healthy business relations** with clients, ensuring high customer satisfaction matrices by achieving delivery and service quality norms * **Successfully led the expansion of distribution network, accomplished steady increase in sales year-after-year** and developed relationships with the distribution networks to explore and develop new opportunities * **Proven track record of Launching New Brands and Premium Products; successfully Launched 3 New Brands** (JAYPEE cement, JK LAKSHMI Cement and BANGUR Cement) and Appointed New BP, HA, Networks; launched Premium Products Pro+ and Achieved All Times Highest Sales * **Excels in defining & managing a comprehensive Go-To-Market Strategy & Plan, marketing collateral, New Business Model development** that includes positioning, launch strategy, public relations, sales & marketing support and partner material * **Leveraging skills in designing, implementing & monitoring strategically focused sales plans** for creating advantage to both the company & business partners across the career * **Proficiency in keeping track of** **market trends and competitor moves** as well as achieving market share matrices * **Steered** **business planning and performance management** of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipe-line management and hosting constructive meetings * **Delivered customer centric operations & ensured customer satisfaction** by achieving service quality norms; interfaced with clients for suggesting the most viable product range; cultivated relations with them for securing repeat business     **Work Experience**  **Since Jun’23-Till Now | Associate Manager - Marketing | Wonder Cement Limited, Ahmedabad, Gandhinagar**  **Key Result Areas:**   * Identifying and appointing New BP & HA, Dealers, Retailers and Transporters * Leading a team of Management Trainee’s and SO Staffs and provide them continuous training & procure regular feedback * Monitoring sales reports, Competitor Strategies, Selling Prices, & market share * Developing new policies and procedures to improve sales performance and resolving dealer disputes * Enhancing market penetration by developing and managing a network of retailers/dealers/distributors to achieve business growth * Leading profit center operations to achieve business targets within given time & budget frame and implementing sales plans/strategies to enhance profitability & business growth * Customizing and executing company’s marketing plans to generate market traction and highlight features of the company’s product through well-planned, creative advertising to boost business inquiries * Defining targets, designing lucrative schemes and discounts and implementing the sales plan, establishing a rewards system to outstanding performance and periodically assess targets achieved to modify action plans * Contributing to marketing and brand building initiatives, building a functional dealer network to expand market reach and promoting company’s products across existing and new markets * Analyzing Industry Trends on an ongoing basis &prices in the marketing conceptualizing and proposing specific interventions like promotional schemes targeted at specific segments / geographies * Maximizing revenue opportunities by achieving the set target through effective forecasting, pricing, rate management, optimal market business mix and channel mix   **Jan’22-May’23 | Manager- Marketing |Shree Cement Limited, Ahmedabad, Gandhinagar, Surendranagar**   * Identifying and appointing New BP & HA, Dealers, Retailers and Transporters * Leading a team of Management Trainee’s and SO Staffs and provide them continuous training & procure regular feedback * Monitoring sales reports, Competitor Strategies, Selling Prices, & market share * Developing new policies and procedures to improve sales performance and resolving dealer disputes * Enhancing market penetration by developing and managing a network of retailers/dealers/distributors to achieve business growth * Leading profit center operations to achieve business targets within given time & budget frame and implementing sales plans/strategies to enhance profitability & business growth * Managing the performance of Sales Team to ensure efficiency in business operations; monitoring performance of team members to ensure efficiency in operations and meeting of individual & group targets   **Jun’14-Jan’22 | Manager- Marketing | J K Lakshmi Cement Limited, Ahmedabad, Gandhinagar, Bhavngar, Amreli**  **Key Result Areas:**   * Led a team of Management Trainee’s and SO Staffs and provided them continuous training & procure regular feedback * Assisted the General Manager in planning budget, selling products, providing quotes, generate sales, and promote sales and marketing and coordinated with the promotional events or campaigns * Monitored sales reports, Competitor Strategies, Selling Prices, & market Share * Managed and Updated Market Information System * Enhanced market penetration by developing and managing a network of retailers/dealers/distributors to achieve business growth   **Aug’09-May’14 | Officer- Sales | Jaiprakash Associates Limited, Amreli**  **Key Result Areas:**   * Identified New BP & HA, Dealers, Retailers * Watched Competitor activity & send the feedback to Regional office * Managed Site Visit, Site Meeting, IHB Meeting   **Previous Work Experience**  **Sep’04 –Jul’09 | Sr.Sales Officer | Sanghi Industries Limited, Ahmedabad**  **Jun’03-Aug’04 | Long Arm Sales Force | Shree Da Management Consultants, Junagadh** | |