

GEETU SETHI

C – 47, 1st Floor, Jitar Nagar,
Delhi-110051

Mob no. : 9999253308

E-mail – geetu_sethi2004@yahoo.com

Objective:

- To succeed by learning and simultaneously utilizing the transferable skills developed with the experience in the field of customer support and sales.

Work Experience

- ***Field Sales Representative (FSR) From Dec. 2016 to Till date
Arrow Electronics (India) Pvt. Ltd.***

Arrow Electronics is largest global semiconductor distributor. Arrow Electronics Inc is a global leader of products, services and solutions to industrial and commercial users of electronics components and enterprise solutions. Its line card includes more than 200 prestigious Suppliers like : Texas Instruments, ST Microelectronics, NXP, Microchip, Vishay, Cree, Littelfuse, On semi, Infineon, Tyco, Molex, Telit etc.....

Responsibilities:

- Handling almost 60 set of customers as an Independent Field Sales.
- Using ORACLE ERP solution for Order Management and shipments.
- Generating good revenues every year with new start up companies.
- Closing Pos with double digit margins as per my KPI.
- Providing / aligning technical support to new start companies, working on projects : BMS, Energy Meters, IOT sector, Medical sector, Solar System, E-Vehicles etc...
- Suggest / Replace New parts against Old / EOL parts
- Collecting timely payments from customers once overdue.
- Working closely with customer for the forecast & managing inventory accordingly.
- Regular follow-up for repeat and new Pos.
- Handling complete North region and timely visit customers mainly in Chandigarh, Jaipur, Jodhpur.
- Local customers visits in Noida, Greater Noida, Gurgaon and Delhi on weekly basis.

- Attending Supplier Seminars / Training on regular basis.

Achievements : In last 4 years, continuously growing company revenue almost 80-90 % with double digit Gross profit percentage around 12-13%.

2016 Closure : USD 350K

2017 Closure : USD 650K

2018 Closure : USD 1.1 Mn

2019 Closure : USD 2.0 Mn

2020 Closure : USD 2.9 Mn

□ **CSR / Internal Sales Coordinator** **From May 2012 to Nov. 2016**
AVNET INDIA Pvt. Ltd.

Avnet Electronics (India) Pvt. Ltd is a US based Fortune 104 MNC in distribution of electronic components like integrated circuits, chips etc. working with prestigious brands like ST Microelectronics, Texas Instruments, NXP, Panasonic, Freescale, Vishay, Onsemi, Osram, Atmel, Analog Devices, Fairchild, Kemet, Tyco, Alps etc.

Responsibilities:

- Sales coordination, including processing the PO, sending P/Is, arranging Shipments & on time deliveries both in USD & INR business.
- Using SAP ERP solution for Order Management and Arranging shipments.
- Handling new enquiries & sending quotations to the customer and making Regular follow up for the POs.
- Handling some customers independently as Internal Sales.
- Sending overdue payment details to all customers on time & making regular follow ups for the payments to streamline the Aging.
- Working closely with customer for the forecast & managing inventory accordingly.
- Regular follow-up from PR to PO Conversion.
- CRD alignment in system as per customer requirement.
- Time to time customer visits wherever required.

Achievements: Visited Singapore in March 2016 and achieved a Goal of **ZERO REVERSAL (Which was achieved First time by Avnet India).**

- **CSR / Internal Sales Coordinator** **From Oct. 2008 to Apr. 2012**
WPI Electronics (India) Pvt. Ltd.

WPI Electronics (India) Pvt. Ltd. A group of World Peace International (South Asia) Pte. Ltd is a Taiwan based MNC in distribution of electronic components. Its line card includes prestigious brands like NXP, Intel, TI, Vishay, Onsemi, Atmel, ADI, Fairchild, Cree, Holtek, kemet etc.

Job Profile:

- Worked on Oracle ERP for PO management and arranging shipments.
- Sales coordination, including processing the PO, sending P/Is, arranging shipments & on time deliveries both in USD & INR business.
- Handling new enquiries & sending quotations to the customer and making regular follow up for the POs.
- Handling some customers independently as Internal Sales.
- Sending overdue payment details to all customers on time & making regular follow ups for the payments to streamline the Aging.
- Sending weekly & monthly reports on time.
- Participated in the Cree Seminar organized by WPI in Delhi

- **Assistant Export Manager** **From Sep 2000 to Mar 2006**
Mohindra Fasteners Ltd.

This is an ISO – 9000 company involved in manufacturing and exporting of High Tensile Fasteners Useful in Automobile and Machine Tools Industries.

Job Profile:

- Arranging meetings and coordinating with the foreign delegations regarding the shipments, preparation of export agreements, payment schedules, management of purchase orders & follow ups for the payment.
- Documentations and correspondences with the banks relating to LCs, and fulfilling the mandates of the statutory authorities and banks.
- Scheduling the supply of shipments & reviewing the quality control reports.

Academic Qualification:

- Post Graduation in Commerce(M.COM) from M.D.U Correspondence (2001-2003)
- Graduation in Commerce(B.COM) from Delhi University Correspondence (1997-2000)
- 3 years Regular Diploma in Electronics & Tele Communication from B.T.E., Delhi in first division with distinction (72.2%) (1997-2000)

TRAINING

- 2 Months in Indian Air Lines at Safdarjung Airport.

Training Profile

- Maintenance & Operating of Data Communication Equipment such as MICON, PRINTER etc.

Personal Details:

Date of Birth	:	Dec. 22, 1979
Marital Status	:	Married
Languages Known	:	Hindi, English & Punjabi
Qualities	:	Amiable, Hardworking & Quick Learning
Total Work Experience	:	Almost 20 yrs.

(GEETU SETHI)