**Ankit Sharma**

**Regional Sales Manager**

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Experienced **Sales leader** with a demonstrated performance in **wholesale and direct retail sales** with additional skills in **Supply Chain Management, FMCG two-tier sales**, buying & merchandising and BTL marketing. Rated under "**Exceeds Expectation**" Performance band consecutively for 3 years from 2016 to 2019.

**WORK EXPERIENCE**

**Regional Sales Manager - Aditya Birla Fashion & Retail Ltd *Kolkata, India*** *12/16 – 08/20*

*Biggest Branded Apparel Company of India*

**Retail Expansion:** Expanded the retail network of exclusive stores of the brand Peter England by setting up 30 new stores in 2 years, thereby increasing the footprints from 90 stores to 120 and revenue by 7% equivalent to 2M CAD in 2 years

**Key account management**: Generated 8% incremental revenue from the region by converting 20 normal accounts to key/preferred accounts, by rolling out a new incentive policy as per their needs.

**Space Acquisition:** Captured retail space in 15 large retailers for exclusive display of the brand’s merchandise by installing brand fixtures, thereby increasing brand recall in the region.  
  
**Inventory Management**: Increased the profits for retailers and the brand by reducing discounts at the retail stores, without compromising on the revenues. This was achieved through better replenishment, clearing old merchandise and frequent monitoring of inventory hygiene.

*Contact: Nitin Gupta – nitin.gupta@abfrl.adityabirla.com*

**Branch Manager - Pidilite Industries Limited *Kolkata-Jodhpur, India*** *03/15 – 12/16*

*Biggest Adhesive Company of India*

**Maintaining market share**: Identified key consumers of adhesives (Interior Designers and Contractors) and enrolled them in a loyalty program , thereby mapping 10% of the total consumption. This ensured sustainable business by reducing loss of sale to completion brands.

**Business Development:** Generated 6% incremental business through business expansion by appointing 2 new distributors and 5 wholesalers in the vacant markets of the region.

**Stakeholder Management:** Safeguarded retailers interest and loyalty towards the brand through constant engagement like foreign trip schemes, placing advanced/exclusive products, improving display of products and strengthening backend process to give better services.

*Contact: Chandan Dass –* [*chandan.dass@pidilite.com*](mailto:chandan.dass@pidilite.com)

**Head | Customer Service - Pidilite Industries Limited *Guwahati, India*** *05/13 – 03/15*

*Biggest Adhesive Company of India*

**Ordering Process:** Implemented 100% automation in order entry process through various training programs thereby becoming the first region to do so.

**Warehouse Operations**: Improved dispatch efficiency , accuracy and reduced transit delivery time to customers by frequent audits, improving stacking standards, standardising picking processes and training to warehouse staffs.

**Management Trainee - HDFC Life Insurance *India*** *06/2012 – 05/2013*

Driving sales of Insurance products to bank’s clients under various verticals such as private banking, loans, investment banking etc.

Increased distribution by 20%, resulting into 7% increase in revenue, by activating new channels such as Vehicle loan, Business loan, Home loan etc.

**EDUCATION**

**PGDM in Marketing - Goa Institute of Management** ***Goa, India*** *06/10 – 04/12*

**Bachelor of Engineering | Electronics & Telecommunication - Bhilai Institute of Technology *India*** *07/06 – 04/10*

**SKILLS**

Sales Team Development Business Development Adaptable to different Industries Team Management Logistics Data Analysis Problem Solving Collaborator

t Data Analysis

**LANGUAGES**

English IELTS Band 7.5

**CERTIFICATES**

Data Science with R Programming : Business Analysis and Suggestions

**PERSONAL PROJECTS**

New Category Launch of “Work from home collection” and Innerwear in the new post-Covid market | ABFRL (05/2020 – 08/2020)

* Market Potential Assessment by comparing competition brands revenue, price points, market share etc
* Developing a product line across various sub categories like Shorts, Boxers, Track pants, T Shirts, Pullover Shirts.
* Finalising vendors and sourcing plan for immediate launch.
* Constant feedback mechanism through regular interactions with frontend teams.

Launch of a private label of Hand & Surface Sanitizers and its business expansion | ABFRL (04/2020 – 06/2020)

* Identified the channels through which the product would be sold in order to maximise consumer reach with minimum investment.
* Rectified the SKUs size, features (gel / liquid) and packaging (sqeeze bottle, pump,spray) of the product to suit consumer demands.
* Introduced new policies that doubled the distribution of the product in 1 months time.
* Achieved revenue sales of 1M CAD in 3 months from Sanitizers.

**INTERESTS**

Guitar | Composing Songs | Running | Sketching | Travelling