

CURRICULUM VITAE

VIVEK GAUR

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CAREER OBJECTIVE

Explore my abilities in the prolific environment where I can contribute in the development of organization as well as can upgrade my career path, to give the organization my best efforts, so that the organizations as well as my objectives can be achieved through managerial excellence & honesty.

PROFESSIONAL PROFILE

- A result oriented professional with nearly **10+ Years** of rich experience in the areas of Sales & Marketing, Business Development in Channel Sales, and Dealer & Distributor Management.
- Currently working with Panasonic India as Area Manager handling Pune District.
- A strategic planner with experience in market plan execution and implementation of effective business strategies to achieve revenue and profitability.
- An Out-of-the-Box thinker with a flair for charting out sales & marketing strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability.
- A confident individual, with professional speaking abilities.
- An empathetic listener and persuasive speaker with excellent negotiation skills.

AREAS OF EXPERTISE

Management of Business Development

- ✓ Development & execution of effective marketing plans to assure achievement of agreed-to volume, market share and profit objectives.
- ✓ Enhance the knowledge of competitor product & strategies for generating project sales, developing & expanding market share towards the achievement of revenue & profitability targets.

Management of Distribution

- ✓ Identifying and networking with financially strong and reliable dealers, distributors and channel partners, resulting in deeper market penetration and reach.
- ✓ Monitoring channel sales and marketing activities; implementing effective strategies to maximise sales and accomplishment of revenue and collection targets.

Management of Sales & Marketing

- ✓ Strategic planning for long term/short term plans, budgets for enhancing sales & marketing operations thereby achieving increased sales growth.
- ✓ Analyse latest marketing trends and tracking competitors' activities for providing valuable inputs in sales & marketing planning.

WORK EXPERIENCE 10.5 YEARS

Panasonic India

Currently working with Panasonic India as an Area Manager from Aug 2017, looking after Pune district. Driving the channel distribution business, handling Direct Dealers, Brand Shops and SSD's, EBO's, MBO's with 1.55Cr revenue on monthly basis.

Job Profile & Responsibility Held: -

- ✓ My primary responsibility here is to identify new areas where business can be driven. Identify the sales leads, pitch goods to the new clients and maintain a good working relationship with them.
- ✓ My job profiles is to focus on appointing the new distributors in assigned area focus on WOD & DOD.
- ✓ Drive the sales in the city by building a strong relationship with distributors and key retailers of the city.
- ✓ Appointing the new sales team engage and train them. Motivate the Team towards productivity. Increase the sales graph. Launching New Products educate the market dealers and distributors.
- ✓ Setting up & driving the local team to reach targets and goal set for the area/city.
- ✓ Developing connect with Distributors to understand their needs and supporting them.
- ✓ Initiate creative local marketing strategies and executing them to generate incremental sales.
- ✓ Monitoring of local operations to ensure maximum sales and efficiency.
- ✓ Keep a tab on daily sell-in, sell-out, cash inflow and outflow to ensure smooth operations.
- ✓ Drive local PR by creating city specific PR relationships and represent the BRAND at local level & events.
- ✓ Also I am playing a key role in the product life cycle. Maintaining the PSI (purchase-sales-inventory) for the products and ensuring a smooth flow of the same from the company till the end user.

ASUS India Pvt Ltd.

Worked as a Channel Manager in Asus India looking into the Pune and South Maharashtra. Handling the team of 4 on-roll and 38 Off-role with 4 RMDS and 2 State Distributors. From Nov 2016 to Aug 2017.

Job Profile & Responsibility Held:-

- ✓ On a role of Channel Manager looking after the Distribution sales for mobile division where My KRAs are to manage the Team, Focus on Channel Mapping, Control Table Maintain the addicted stock with RMD, Manage the ND achieving the sales target and drive the business through team. Focus and Expansion the WOD. Appointing the new Regional Micro Distributor. Focus on DOD.
- ✓ My primary responsibility here was to identify new areas for business growth. Identify the sales leads, pitch goods to the new distributors and maintain a good working relationship with them.
- ✓ Developing connect with Distributors to understand their needs and supporting them. Initiate creative local marketing strategies and executing them to generate incremental sales. Monitoring of local operations to ensure maximum sales and efficiency.
- ✓ Responsible for creating the strategy and roadmap for the product in my assigned area.

Videocon Pvt. Ltd.

Worked as a Dy. Manager in Videocon, looking into the Pune & South Maharashtra from Pune Districts with Solapur, Osmanabad, Latur & Beed. Here my primary role was to establish the Business appointing the Distributors on district level hiring the local sales team representing the brand in the city. Handling the team of 12 On Role and driving the business through them focus on Primary, Secondary & market planning are my main responsibilities.

Job Profile & Responsibility Held:-

- ✓ On a role of Dy. Manager in Videocon looking after the Distribution sales, where my KRA was to manage the market achieving the sales target handling the team. Appointing new Channel Partners and drive the business through team.
- ✓ Develop weekly, monthly and quarterly reports.
- ✓ Develop strategies for improving the market share of our product.

Sony India Pvt Ltd

Worked as an Area Manager in Distribution Sales with Sony India handling Channel sale in Sony Vaio and Sony Xperia mobile division with rich experience from Aug 2014 to Jan 2016.

Job Profile & Responsibility Held:-

- ✓ On a role of Area Manager in Sony India looked after the Distribution sales for mobile where, my KRA was to manage the market achieving the sales target.
- ✓ Also having experience in handling the EBO's as well as MBO's.
- ✓ Handled the District area of Ahmednagar, Aurangabad, Jalna, Beed and Nanded.
- ✓ Organised various trainings sessions for the people worked under me.

Vodafone Cellular Ltd.

- Retail Sales Manager in prepaid channel sales from Oct 2012 to Aug 2014.

Job Profile & Responsibility Held:-

- ✓ Being RSM I was responsible for primary sales achievements given by the Co.
- ✓ Promoting, creating ideas and implementing them to drive the business.
- ✓ Achieving revenue target maximise the sales for territory in line with company goals.
- ✓ Identifying the new customer market implement the field action as required achieving the target.

Achievements

- ❖ Won Different certificates and Prizes in the period with Vodafone.
- ❖ Stood first in Maharashtra and Goa Circle
- ❖ Won Super Nova Award
- ❖ Was placed 1st as Rock Star 4 times
- ❖ Won Samarth award 6 times.
- ❖ Got 1st place in branch 8 times.
- ❖ Won Super star award 3 times.

Reliance Communication

- Worked as Area Manager in Prepaid Sales from Apr 2009 to Sept. 2012.

Job Profile & Responsibility Held:-

- ✓ Being a Sales Manager I was responsible to achieve the targets given by the Company and manage the market to achieve sales.
- ✓ Create ideas & implement them to acquire new customer base focus on depth of Distributions
- ✓ Finding and Appointing the New prospects in vacant areas
- ✓ Expansion the Distribution.

Achievements

- ❖ During the period I was associated with Reliance got **Wall of the Fame** for consecutively 3 months for over achieved the Primary Targets and WOD.

Non Official Experience

In 32 Years of my life experience where I have been meeting different types of people and at different phases of my helped in finding my potential, self-confidence and gave me a sharp edge to my capabilities through which I am sure I'll come up to anybody's expectations and lead the area I am going to work at.

EDUCATIONAL QUALIFICATION

Professional Qualification: - Master in Management (**MBA**) from IPM Meerut (2007-09)

Specialization: - Sales & Marketing.

Academic Qualification: -

- **Graduate in Commerce** (B.Com) from C.C.S University. Meerut
- **Secondary Education** in PCM examination from U.P board.
- **Higher Secondary Education** examination from U.P Board

Computer Skill: - MS Office

Strengths: - I am smart worker and quite Innovative. I do my work with dedication and devotion and always seek perfection while doing work.

WORK ON PROJECT

- Launched **Data** devices Project in Reliance Communication.
- Project report on, “**Comparative study** between Hero Honda and Bajaj Bikes”
- Project on, Consumer Durables” A **Research Study** & Evaluation on the behaviour & awareness of the Consumers towards buying **HAIER refrigerators** & others”
- Project on aggregate planning of “Hotel Management.”

ACHIEVEMENT/ EXTERA-CURRICULAR ACTIVITIES

- ❖ Won **first prize** in **Business project** in Management tanning held in IPM in year 2007.
- ❖ NCC “**B**” Certificate holder.
- ❖ Participated in Management games held at IPM in year 2007.
- ❖ Contribution in management of “Fiesta-07-08”, a fest being organized annually at IPM, Meerut.
- ❖ Member of the company cricket team in Vodafone.
- ❖ Culture Innovator in Panasonic India.

PERSONAL DETAILS

Father's Name	: Mr. Avdhesh Kumar Sharma
Date of Birth	: 24-feb-1986
Marital Status	: Single

Languages known	: English/Hindi
Personal Traits	: Confident, Flexible, Energetic and Persuasive
Intrest	: Travelling
Nationality	: Indian

Date:

Place: Pune

(Vivek Gaur)