

**RAKESH KR. GOEL**  
**Mobile:** 9999026545  
**Email:** [Rakesh92b2002@yahoo.com](mailto:Rakesh92b2002@yahoo.com)  
**LinkedIn:** <https://www.linkedin.com/in/rakesh-kumar-goel-2003a420a/>

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***Aiming for position in Strategic Sales, Marketing & Business Development with a leading real estate organization***

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## **SKILLS ACQUIRED**

### **Real Estate Sector | 25+ Years of Leadership Excellence**

Strategic and performance-driven sales and marketing professional having experience in delivering large-scale residential and commercial projects. Proven experience in planning, design and implementation of successful sales & marketing strategies, launching of projects. Market analysis on the basis of competitors and location demographics.

Fully experienced in increasing sales revenues, exceeding targeted sales goals, developing Profitable and productive business relationships, coordinating with clients and inter departments for smooth execution and delivery of projects, servicing and building a satisfied client and Channel partners base & Business development.

## **AN OVERVIEW**

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## **MY AREAS OF EXPERTISE**

- ***Business Planning for Sales & Marketing***
- ***Sales & Marketing strategy Development > Market analysis***
- ***Channel Sales & CP development Onboarding • Media Planning & Scheduling***
- ***Team Building • Site Management & CRM***
- ***Real Estate Sales (Residential- Commercial > primarily in Group Housing & Townships)***
- ***Delivery & Possessions***

## **ORGANISATION's WORKED WITH > Starting February, 2000 till Now**

- ELDECO
- OMAXE
- ANSAL API
- TDI
- SUPERTECH
- FORBES INDIA (Real Estate)

## **WORK EXPERIENCE**

**FORBES GLOBAL PROPERTIES – (INDIA)**

NOV 23 - Present

**Vice President** (Operations) - reporting to Chairman

- FGP is a US MNC having global presence in 27 countries having 400 offices. Forbes is a 104 yrs old US conglomerate having a dominant position in Media pioneer having i.e. FORBES magazine.

**ANSAL API**

JAN 23 - NOV 23

**Vice President** (Sales, Marketing, CRM & Legal)

**Operations Head for UP & Haryana Projects**, reporting to chairman

- Noida, Greater Noida, Ghaziabad, Sonepat, Kundli, Panipat, Kurukshetra, Yamuna Nagar, Agra & Meerut

**SUPERTECH LTD (Noida & Greater Noida)**

AUG 16 - JUNE 21

**Vice President** (Sales & Marketing) - reporting to MD

Roles & responsibilities

- Sales & Marketing (Noida & Greater Noida Projects)
- Branding & Advertising
- Direct & Indirect Sales
- Customers Interaction
- Interdepartmental Coordination
- Channel Retention & Development

**TDI INFRASTRUCTURE**

JAN 12 - AUG 16

**Addl. Vice President** (Sales & CRM) - reporting to MD & COO

**Projects presence: Kundli & Panipat**

- Roles & responsibilities
  - a) Sales & Marketing (Panipat Project)
  - b) Customer & Dealer Retention
  - c) Cashflows & MIS
  - d) Legal matter related to Clients/Project
  - e) CRM (All group projects)
- Overseeing the establishment of overall sales department creating as well as implementing the operations & marketing strategies.
- Responsible for planning, forecasting and implementation of sales plan, achieving sales target, leading team, identifying and developing relationships with corporate client and dealer network.
- Successfully aligned the dealer network of the company.

- Successfully launched the residential projects.
- Effectively planned & implemented the advertising campaigns for brand promotion and deeper market penetration.
- Successfully achieved 100% of the sales target of 150 crores of Phase 1 - Panipat project worth 600 crores.

**ANSAL API**  
**G.M (Sales & Marketing)**

MAR 2010 – JAN 2012

**Projects handled in: Ghaziabad, Meerut, Noida & Greater Noida**

- Project Planning & Feasibility study
- Planning and successful implementation of Sales and Marketing strategy
- Collections, Possessions & Settlement.
- Media Planning & Cash Flow Management Channel Sales Management
- Channel Sales Management
- Liaisoning with Govt Depts. for statutory approvals

**OMAXE LTD**  
**G.M (Sales & Marketing)**

SEPT 05 - MAR 10

**OMAXE LTD**, One of India's fastest growing Real Estate Developer, having presence in 10 States across 30 cities with a healthy mix of projects that range from Integrated Township, Group Housing, Malls and Mpx, SEZ's, IT & Biotech Park, Hotels etc., having 153 million sq. ft area under development.

**Job Profile:**

- Planning and implementation of Sales & Marketing Strategy (**for Pan India projects**)
- Media Planning & Sales Promotion
- Part of 18 member **IPO team**
- Commercial Dept. Collections & Channel Sales
- Reporting to JMD

**Project presence – Delhi NCR, Punjab, Haryana, U.P, Rajasthan, M.P and A.P**

**A.G.M (Sales & Marketing & CRM Depts.)**

Chaired **Customer Care Committee (CCC)** formed by CMD as CHAIRMAN of the Committee to present report on improvements in company systems and procedures for Sales & Marketing, CRM and Commercial Dept.

**CHIEF MANAGER (Sales & Marketing)**

Job Profile: Operations Head for Punjab, Himachal Pradesh (Residential & Commercial)

**ELDECO INFRASTRUCTURE & PROPERTIES LTD.**

FEB 2000 – SEP 05

**Manager - Marketing (Residential Projects)**

**I am one of the founding members of the Corporate Sales Team.**

Responsibilities include Four residential Projects (est. Sales projection - INR 765 Crores- located in **Gurgaon, Noida, Greater Noida & Ghaziabad**)

**BAJAJ CAPITAL LTD.**

AUG 96 – SEPT 98

**Branch Manager (Investment & Tax Planning Portfolio Consultant)**

- To assist in individual Investment planning
- To assist the corporate in a robust feedback mechanism to develop Tax planning products, and to expose the customers to the features and benefits, of the same.

**Educational Background**

- Post Graduate Diploma in Management (**PGDM**) with specialization in Marketing from AIMA - CME New Delhi in 1998 – 2000.
- **B. Com (Hons.)** Graduate from the Delhi University with Commerce & Economics, as major subjects.

**Extra-Curricular**

- Secretary, Rotaract Club, PGDAV College, New Delhi (1994-95).
- Vice-President, Rotaract Club, PGDAV College, New Delhi (1995-96).
- Desire to travel
- Computer literate

**BASIC TRAITS**

Honest, Energetic, Creative & Confident, Hard-working, Adaptable, Proactive, Good Communicator

**LANGUAGES FLUENT IN:** English, Hindi

**MARITAL STATUS:** Married with Two sons.

**DOB:** 4 Jan, 1976

**Rakesh Kr Goel**