



Core Competencies

Strategic Business Planning

Sales & Business Development

Channel/Key Account Management

Negotiations/Profitability Analysis

Merchandizing & Retail Operations

Business / Revenue Growth

Marketing & Promotions

Cross-functional Coordination

Team Building & Leadership



Soft Skills



Profile Summary

- **Vision-oriented business leader with nearly 11 years** of rich & extensive experience in **Sales & Business Development, Retail Operations, Key Account Management, Operations and Marketing** with key focus on top line profitability & revenue expansion for the assigned territory
- **Front-led major role in establishing and implementing** sales & marketing strategies and contributing towards enhancing business volumes & achieving profitability norms
- **Showcased skills in developing annual sales plans**, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion plans & so on
- **Excellence in managing business operations** with focus on top-line and bottom-line performance by determining company's mission and objectives conveyed through policies
- **Exceptional Channel Management Skills**; showcased excellent capabilities in appointing Global Channel Partners at Pan India level
- **Insightful professional with notable success** in developing and rolling out winning go-to-market strategies for new product launches, product line extensions and product management/marketing initiatives
- **Expertise in developing relationship with key decision-makers** in large corporate and enterprises for business development, for suggesting most viable services & cultivating healthy relations with them for repeat business
- **Strong business acumen with skills in conceptualizing** robust plans for market development in different segments for better market penetration



Education

- **2009: Post Graduation Program in Retail Management** from Indian Business Academy, Bengaluru
- **2006: B.Com. (Computers)** from Wesley Degree College affiliated to Osmania University, Hyderabad



Work Experience

Since Oct'14 with Swatch India, Bengaluru as Retail Manager – Pan India

swatch®

Key Result Areas:

- **Spearheading end-to-end Sales & Marketing Operations** for the region; developing and maintaining relationships with key decision makers via channel partners/ directly for business development
- **Directing wide variety of activities inclusive of managing budgets**, sales forecasts & reports accordingly as per business plans & requirements to achieve maximum sales & enhancing business revenue
- **Steering business planning and performance management** of channel partners, including development and execution of joint sales plans
- **Leading & motivating the team to achieve pre-set targets**; assessing the gaps and improvising the performance of the team
- **Collaborating with circle teams** for developing Go-To Market strategy to achieve revenue growth
- **Managing the launch of products in new geographies/markets** and conducting analysis of all market elements
- **Conceptualizing & implementing competitive strategies** for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets

- **Building and maintaining business relationship** with key personnel in assigned channel partner & customer accounts
- **Achieving sales targets through market mapping**, lead generation, maintaining robust channel sales as well as servicing existing customers; generating leads by allocating the accounts to the Sales Team
- **Scrutinizing & reviewing sales & performance reports**; suggesting improvements on the same in order to ensure operational excellence
- **Mentoring & monitoring Sales Team to ensure efficiency** in process operations & for meeting production targets; motivating high performance amongst the Sales Team by operating and introducing appraisals schemes
- **Showcasing excellence in presenting or communicating** the product offers/schemes to the Regional Managers and ensuring the implementation of the same in order to achieve organizational profitability
- **Executing promotional campaigns** (seminars, meets, conferences), launching new products with key focus on brand establishment and market penetration
- **Developing and appointing new business** partners to expand product reach in the market
- **Coordinating and collaborating with the reputed** customers to get product feedback & evaluating areas of improvements
- **Exhibiting skills in planning** and structuring the entire Business and Teams; **supervising the organizational operations** in coordination with Store Manager, Executives and so on

Highlights:

- Directed the opening/roll-out of 9 “Swatch Boutique” and **over 150 million retail outlet business**; enabled coordination with Area Sales Manager, coordinated for installation schedule and merchandising for 9 international vendors from different geographical regions like China, Switzerland, Singapore & Thailand
- Administered the launch of New Product and Category (Sunglasses); **overachieved the sales target by 15%**
- Steered **efficiency in Retail Operations**; Hired, trained and **mentored over 40 employees** w.r.t. management & consultative selling roles, **enabled maintenance of optimum inventory levels** at store level & efficient replenishment strategies that led to an increase in sales and overall profitability with an **increased ROI of 5% for FY 2018**

Feb'13 – Oct'14 with Clarks India Ltd, Bengaluru as Area Sales Manager – South India

Clarks

Highlights:

- Successfully, **managed Sales & Marketing activities for entire South India** including a total **trading area of over 18,000 SQFT** with an annual **turnover of 250 million** and reported a **growth of 50% for the year 2013**; mentored a team of **12 Store Managers and 2 Franchise Partners**

Mar'09 – Dec'12 with Bata India Ltd., Hyderabad

Bata
INDIA

Growth Path:

Mar'09 – Oct'09: Executive Trainee

Nov'09 – Dec'12: District Manager (Siliguri/ Hyderabad)

Highlights:

Hyderabad:

- **Spearheaded efforts & end-to-end activities for 11 new stores** and facilitated operational efficiency for **18 stores & 3 Trainee Managers**; managed a total area of 58000 SQFT and achieved an annual turnover of 250 million

Siliguri:

- **Recognized for exceptional contribution and received ‘Star Performer for Season I – East Region’** in the year 2010; chosen to be a part of Bata Group’s Promising People Master class organized Bata Global Group; among only 70 District Managers selected
- **Successfully, achieved 1st rank title for the district:**
 - **16% ROT with 180 million turnover** from 20304 SQFT area
 - **Managed a team of 18 Family Store Managers** including 120 staff members across East India
- Independently, managed **Retail Operations for Siliguri & 2 Districts in Hyderabad including a total of 36 stores**

IT Skills

- MS Office: Word, Excel, PowerPoint
- Internet Applications

Personal Details

Date of Birth: 19th Dec, 1983

Languages Known: English, Hindi & Urdu

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