OBJECTIVE – Work in a progressive organization leveraging my experience in Marketing & Business Development

Skill Set – Marketing, Sales, Business Development, Relationship Management, Business Strategy PROFESSIONAL SYNOPSIS

* Experienced in Business Development and Planning/Execution of Marketing Strategy (ATL/BTL)
* Developing Sales Channel, Product Launch and forging long-term relations with industry leaders
* Innovative personality; expertise in Strategic Planning & execution with skills in Market Analysis
* Effective Communicator, capable of motivating teams and forging strong relationship with key interfaces of the industry to drive sales growth

WORK EXPERIENCE (*in reverse chronological order*)

*Oman Shapoorji Company LLC (OSCO), Oman* (May 2017 – Present)

* Head - Business Development – Real Estate
* Project - Oman Shapoorji Corporate Parks Sohar Freezone, Oman
* Developed a growth strategy focused on both profitability and customer satisfaction
* Responsible for Customer Acquisition and forging long-term relationship with customers
* Single Point of Contact for liaison with Freezone Authority & Ministry for Corporate Parks FZC
* Achieved full rental occupancy through filling vacancies, conducting tours, drafting lease documentation, negotiating lease agreements and enforcing lease terms
* Promote property through Digital and BTL marketing initiatives
* Responsible for complete management of P&L of Corporate Parks FZC, including revenue, cost, procurement & manpower allocation
* Property Maintenance by investigating and resolving tenant complaints, enforcing rules of occupancy, coordinating repairs, assist in planning renovations

*ideaForge Technology Pvt Ltd., Navi Mumbai* (October 2015 – February 2017)

* Senior Manager – Business Development (pan India) – Industrial/Commercial Applications
* Company is in indigenous manufacturing of Unmanned Aerial Systems or UAVs (Drones)
* Business Development : New client acquisition targeting pan India Industrial applications market
* Responsible for A to Z strategizing & implementation of Client Projects involving UAV usage
* Market Analysis - Analyze peer & technology trends; formulate strategy to stakeholders in order to ensure competitiveness and sustainability of the organization.
* Marketing Collaterals for sales support for Defense and Commercial business
* Sectors targeted – Agriculture, Oil & Gas, Thermal Power, Traffic Control, Construction, Mining, Asset Surveillance
* Specialized in applications related to Long Asset Monitoring & Agriculture applications
* Liaison with Govt departments (DGCA, MHA) for UAV Regulations and Industrial Permits
* Manage flow of pre-qualification proposals and drive Tendering process for Govt/PSU clients
* Facilitate long terms MOUs/JVs for application based UAV platforms

*Kirloskar Oil Engines Ltd, Pune* (February 2015 – September 2015)

* Senior Manager – Technical Marketing
* Ideation & implementation of Brand KOEL Green in Power Generation business (Low/Medium/High Horsepower engines)
* Responsible for strategizing and implementation of ATL/BTL Marketing activities for Power Generation (Generator/Industrial Engines) business unit
* Understand products and services offering and approach of key competitors; communicate products and services differentiation to sales and provides input to Business Head
* Drive campaign management for client acquisition programs across multiple channels
* Execute corporate marketing collateral, digital media and E-commerce initiatives
* Media communication, contributed articles, presentations, events, and conferences
* Project scope, strategy and objectives to internal clients, production team and key leadership
* Dealer Channel Management for all marketing campaigns & consumer

*Shapoorji Pallonji & Co. Ltd, Mumbai* (July 2014 – January 2015)

* Consultant – Strategic Brand Planning
* Strategizing and implementing the Shapoorji Pallonji 150 years Group Branding
* Define brand objectives for SP Group and its various business verticals and execute on the brand management plan to achieve the desired brand identity
* Brand equity enhancement for group companies in alignment with the parent brand identity
* Design, creation and delivery of brand campaigns to clients, bankers, suppliers
* Short listing, appointment and management of Marketing resources/agencies
* Collaborate with department functions to enable development in line with the Brand and Marketing plan
* Involve internal stake holders for identification & execution of branding opportunities

*Elder Pharmaceuticals Ltd., Mumbai/Delhi* (November 2009 – May 2014)

* Manager – Marketing (November 2009 - June 2012)
* Effective communication messages to the target audience and implementing the same using different media, starting from Digital to Print
* ATL and BTL activities for new product launches and existing products
* Media management and measurement
* Liaison with creative agency for marketing collaterals
* Sourcing vendors and Vendor Management
* Web content and corporate Website Management
* Training & Development
* Organizing conferences and other product launch events, participate in exhibitions/tradeshows
* Manager - Sales - North Zone - Corporate & Institutional Sales (July 2012 - May 2014)
* Responsible for formation of Corporate Hospital Sales division
* Accountable for achieving sales target with focus on complete customer coverage
* Establish an effective distribution channel to ensure products availability
* Initiate new business & tender management through Rate Contract approval
* Market intelligence: Competitors market structure, dealers, new marketing policy, tender information
* Resolving complaints or concerns related to products
* Management of promotional inputs such as literature, brand campaign, brochures
* Conducting CMEs and group meetings as per the strategy

*Citigate Dewe Rogerson Communications Pvt. Ltd, Mumbai*

* Relationship Manager - Investor Relations (June 2008 – October 2009)
* Media and Investor Relations consulting for listed companies
* Presented to client the investment community opinion regarding the company's performance
* Investor Presentation & Media Communication
* Monitored Analyst Research Reports on Client and its Peers
* Liaison with Analysts/Fund Managers for Investor Relations related functions
* Market Research involving the industry/sector and Perception Analysis
* Road Shows, Earnings Conference Calls involving the Investor community

EDUCATION

|  |  |  |  |
| --- | --- | --- | --- |
| Qualification | Institute | Board/ University | Completed in |
| MBA Marketing | S.P. Jain Institute of Management, Mumbai | Accredited by Association of MBAs (AMBA) London | 2014 |
| B.Tech Mechanical | BITS Pilani | Birla Institute of Technology & Sciences (BITS) Pilani | 2007 |

PERMANENT ADDRESS – Flat 203, Building 57, Phase 2, NRI Complex, Seawoods, Navi Mumbai 400706

CURRENT ADDRESS - Flat 16, Way No 4468, Building 4963, Al Azaiba, Muscat, Sultanate of Oman

(REETABRATA BHATTACHARYA)