

Professional Summary

Results-driven Sales Strategist with 12+ years of experience in transforming traditional sales operations into Agile & Effective Multichannel Management. Proven track record of driving business growth, developing innovative sales strategies, and leading high-performing teams in the FMCG, Dairy, and Agribusiness sectors.

Professional Experience

SA12 - Sales Strategist & Multichannel Management Lead

Inazuma.co | January 2020 - Present

Head of Sales & Business Development

Green Earth Agro Ltd. | June 2018 - December 2019

Key Achievements:

- Increased sales revenue by 35% within 12 months through strategic market planning and team management.
- Developed and executed a rural marketing strategy, resulting in a 25% increase in rural sales.

Responsibilities:

- Led a team of 15 sales professionals, providing coaching and guidance to ensure sales targets were met.
- Conducted market research to identify new business opportunities and stay ahead of competitors.

Sales Manager - Institutional Sales

Dairy Delights Pvt. Ltd. | March 2015 - May 2018

Key Achievements:

- Grew institutional sales by 50% within 18 months through strategic account management and product development.
- Successfully launched a new product line, resulting in a 20% increase in overall sales revenue.

Responsibilities:

- Managed a portfolio of 50 key institutional clients, ensuring high levels of customer satisfaction.
- Collaborated with the product development team to create tailored products for institutional clients.

Sales Executive - Channel Sales

Fast Consumer Goods Inc. | January 2012 - February 2015

Key Achievements:

- Consistently met or exceeded monthly sales targets, with a highest achievement of 120% of target in a single month.
- Developed strong relationships with distributors and retailers, ensuring effective channel management.

Responsibilities:

- Managed a sales territory, covering 100+ retailers and distributors.
- Conducted regular market visits to stay updated on market trends and competitor activity.

Education

Bachelor of Science (B.Sc.) - Agriculture

Punjab Agricultural University (PAU), Ludhiana

Technical Skills

Sales & Marketing:

- Sales Operations
- Sales Management
- Account Management
- Channel Sales
- Market Research
- Market Planning
- Marketing

Business & Strategy:

- Business Development
- Business Planning
- Business Strategy
- Product Development
- Strategy

Industry Knowledge:

- Dairy
- FMCG

- Agribusiness
- Rural Development
- Fast-Moving Consumer Goods (FMCG)

Leadership & Management:

- Team Management
- Distributed Team Management
- Management