

Professional Summary

Results-driven SA10 Sales Strategist with 12+ years of experience in transforming traditional sales operations into Agile & Effective Multichannel Management. Proven track record of driving business growth, leading cross-functional teams, and developing innovative sales strategies for Cooperative, National, and MNC Organizations in the FMCG and Agribusiness sectors.

Professional Experience

Head of Sales Strategy & Operations (SA10)

Inazuma.co | January 2020 - Present

Senior Sales Manager (SA7)

Green Earth Agro Ltd. | June 2018 - December 2019

Key Achievements:

- Increased sales revenue by 25% within 12 months through strategic account management and team leadership
- Developed and implemented a rural marketing strategy, resulting in a 30% increase in market share

Responsibilities:

- Led a team of 10 sales professionals, providing coaching and guidance to achieve sales targets
- Conducted market research to identify new business opportunities and developed targeted sales strategies

Sales Operations Manager (SA5)

Dairy Delights Cooperative | March 2015 - May 2018

Key Achievements:

- Streamlined sales operations, reducing costs by 15% and increasing efficiency by 20%
- Collaborated with the product development team to launch a new product line, resulting in a 20% increase in sales

Responsibilities:

- Managed the sales operations team, overseeing order fulfillment, inventory management, and logistics
- Analyzed sales data to identify trends and developed data-driven sales strategies

Sales Representative (SA2)

Fast Consumer Goods Inc. | January 2012 - February 2015

Key Achievements:

- Consistently met or exceeded monthly sales targets, earning recognition as a top performer
- Developed strong relationships with key accounts, resulting in a 25% increase in repeat business

Responsibilities:

- Generated new business leads and converted them into sales opportunities
- Provided excellent customer service, ensuring high customer satisfaction ratings

Education

Master of Business Administration (MBA)

University of Michigan - Ross School of Business

Relevant Coursework:

- Marketing Management
- Strategic Management
- Operations Management

Technical Skills

Sales & Marketing:

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

Business & Strategy:

- Business Development
- Business Planning
- Business Strategy
- Market Planning
- Strategy

Industry Knowledge:

- Dairy
- FMCG
- Agribusiness
- Rural Development

Leadership & Management:

- Team Management
- Distributed Team Management
- Management