

Professional Summary

Results-driven Senior Executive with 20+ years of experience in Sales, Marketing, Project Management, Business Development, and Client Servicing within the Building Materials and Pre-Engineered Buildings sector. Proven track record of driving business growth, leading high-performing teams, and delivering exceptional client satisfaction. Skilled in strategic planning, team building, and techno-commercial operations.

Professional Experience

Senior Vice President - Sales & Marketing

Inazuma.co | January 2018 - Present

Regional Head - Sales & Marketing

Tata BlueScope Steel | June 2015 - December 2017

Key Achievements:

- Achieved 25% YoY sales growth through effective market penetration and team leadership.
- Successfully launched new product lines, resulting in a 30% increase in market share.

Responsibilities:

- Led regional sales and marketing teams for Pre-Engineered Buildings.
- Developed and executed strategic business plans to drive growth.

Assistant General Manager - Sales & Marketing

Jindal Buildsys Ltd. | April 2012 - May 2015

Key Achievements:

- Increased sales by 18% within the first year through targeted marketing campaigns.
- Improved client satisfaction ratings by 22% through enhanced servicing.

Responsibilities:

- Managed sales and marketing operations for the eastern region.
- Coordinated with cross-functional teams for project deliveries.

Deputy Manager - Sales & Marketing

Kirby Building Systems | August 2008 - March 2012

Key Achievements:

- Generated new business leads, contributing to a 15% increase in regional sales.
- Developed and presented techno-commercial proposals to architects and consultants.

Responsibilities:

- Assisted in managing sales and marketing activities for the southern region.
- Conducted market research for business development opportunities.

Sales Engineer

Zamil Steel Buildings India Pvt. Ltd. | June 2005 - July 2008

Key Achievements:

- Consistently met or exceeded monthly sales targets, earning 'Sales Performer of the Quarter' twice.
- Built strong relationships with clients, resulting in repeat business and referrals.

Responsibilities:

- Handled sales and client servicing for Pre-Engineered Buildings in the western region.
- Participated in techno-commercial meetings and presentations.

Education

Bachelor of Engineering (Civil)

Visvesvaraya National Institute of Technology (VNIT), Nagpur | May 2005

Technical Skills

Sales & Marketing:

- Sales Strategy & Planning
- Team Building & Leadership
- Market Research & Analysis
- Client Servicing & Relationship Management

Project Management:

- Project Planning & Execution
- Resource Allocation & Management
- Risk Management & Mitigation

Business Development:

- New Business Development
- Enquiry Generation

- Techno-commercial Proposals & Presentations

Soft Skills:

- Communication & Presentation
- Negotiation & Conflict Resolution
- Time Management & Productivity