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| Sandeepan Mukherjee  **~Sales & Marketing ~Channel Management ~Key Account Management**  Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative sales & marketing concepts & strategies.  **sandeepanmukherjee123@gmail.com  08582984004** | | |
| Profile Summary | | |
| Strategic sales and marketing specialist with nearly **13 years** of experience in corporate sales, marketing, managing channel partners and Identifying new business avenues. Conducted statistical analysis to determine potential growth, designed sales performance goals and monitored performance on a regular basis. Experienced in key accounts management, dealer management, executing annual operational plan, product promotions and developing top commercial accounts. Merit of developing a pan India strategic alliance with ACC Cement, ANI Technologies (OLA), regional alliance with Bisleri International, Dalmia Cement, HPCL, IOCL, BPCL during the FY 16 & 17. Designed successful sales techniques/strategies/tactics using customer and market feedback. A result-oriented individual with strong analytical, communication, interpersonal and negotiation skills. | | |
| Education   * MBA (Marketing & Human Resources) from Academy of Business Administration, Orissa in 2005 * Bachelor of Commerce from Betnoti College, Odisha in 2003 * 10th from CBSE Board, Maharshi Vidya Mandir, Noida, UP in 1998 | | |
| Trainings Attended | Area of Excellence | |
| * Corporate communication & presentation, planning & goal setting workshop * Managing channel partners effectively * Selling skills program & managing global accounts * Performance-based leadership development program on various skills like negotiation, problem solving, spin selling, people management, business partner development & management   Soft Skills  Change Agent Team Player  Analytical  Collaborator  Communicator  Planner  Personal Details  **Date of Birth:** 16th January 1983 **Languages Known:** English, Hindi, Bengali, Oriya, Marathi & Telugu **Address:** SF1, #155, Seshadri Apartment, 4th Cross, Sai Enclave, Bangalore 76.  **Location Preference:** Kolkata, Bangalore, Hyderabad, Bhubaneswar and Pune. | |  | | --- | | Sales & Marketing | |  | | Corporate Sales | |  | | Distribution Management | |  | | Channel Management | |  | | Product Promotions | |  | | Business Development | |  | | Global Account Management | |  | | Strategy Formulation | |  | | Team Building & Leadership | |  | | |
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| Work Experience | | |
| **April ‘16 – till Date**  **Piaggio Vehicles Pvt. Ltd, Karnataka, TN, Kerala, AP as Head Institutional Sales (South).**  **Key Result Areas:**   * Responsible for the institutional business of two, three & four wheelers within the assigned zone. * Work in co-ordination with the channel partners to develop new accounts & retain existing base. * Implement account & vertical specific strategies. * Active involvement in regional strategies along with the Zonal & Regional Managers. * Monitor & support the dealer’s sales team on the institutional business. * Develop national & regional contracts for Pan India business. * Work with various Govt. departments under the central & state agencies for generating additional business from Minority cell, SC/ST, Self-employment projects, Municipal Corporations, Fisheries Dept & PSU”s. * Pre & post tendering activity along with the regional team. * Branding & product promotion.   **Significant Accomplishments:**   * Facilitated the channel network for South India on the institutional business. * Winner of SHABASHI award continuously for two quarters for maximum breakthrough & strategic alliance with OLA. * Contributed in developing major accounts like Flipkart, OLA, ACC Cement, Dalmia Cement, Oil PSU’s, Bisleri International, Karnataka Minority & SC/ST Commission, Government to citizen projects (Kudumashree, TADCO Etc) * Instrumental in having the Piaggio range of vehicles registered under GeM. (Government E-Market) * Initiated strategic partnership with OLA for E-Vehicles.   Previous Experience  **Dec’06- 31st March 2016** | | |
| **Ricoh India Limited, West Bengal, Odisha, Andaman & Sikkim as Channel Support Manager**  **Growth Path/ Assignments Handled:**  Dec’06- Nov’08: As Sr. Territory Manager, Pune  Dec’08- May’12: As Major Accounts Manager, Pune  Jun’12- Apr’14: As Major Accounts Manager (ZBA), Kolkata  May 14- March’16: As Channel Support Manager, Kolkata  **Key Result Areas as Channel Support Manager.** | | |
| * Managing indirect business, appointing potential channel partners, secondary sales management, top accounts development for bulk business, recruitment of manpower and so on * Contributing in generating primary and secondary sales of multi-functional devices, laser printers, projectors, unified communication systems, software solutions & IT business * Extending support in identifying, recruiting and on-boarding new channel partners within assigned territories of WB, Odisha & Andaman * Performing various activities like dealer management, executing annual operational plan, product promotions & visibility * Identifying new business opportunities in coordination with the partners along with developing top commercial accounts for business expansion * Organizing events, road show, customer meetings & market specific advertisements through local media along with channel partners * Planning the marketing activities & floating various schemes   **Significant Accomplishments:**   * Facilitated the channel network for eastern India (Orissa, West Bengal, Sikkim and Andaman) * Exceeded sales target by INR 18 Lakhs in year 2014; successfully negotiated and closed new sales, prepared proposals and quotations, negotiated and won new contracts * Gathered and shared market intelligence on competition with sales staff which resulted in increment in sales and helped to grow the commercial business in hotels, education, hospitals, automobile showroom & jobbers * Closely monitored competitor activities in Andaman, Durgapur, Bhubaneswar, Siliguri, Sambalpur areas to identify business opportunities and threats * Played a pivotal role in establishing a re-seller network for the channel partners   **Key Result Areas as Major Accounts Manager (ZBA), Kolkata**   * Developed global & national account contracts on national level through virtual team members * Worked with CXO level of identified accounts and proposing them "Solutions approach" * Managed global accounts & national accounts at national level * Made presentation on priority features, applications and benefits of the solutions * Merit of getting National breakthrough in major accounts like Usha Martin, Linde India, Tractors India Ltd, Simplex, Srei & State Bank of India * Performed various activities like zero base accounts development (East region), relationship management, solution approach, central co-ordination and so on * Facilitated the identification of potential accounts headquartered in the eastern part of the country * Managed various activities like account mapping and customized schemes for partners.   **Significant Accomplishments:**   * Contributed in developing new accounts like The Linde India, Usha Martin, SBI, Simplex, PWC, SREI BNP Paribas, Tractors India Pvt. Ltd. and Tata Motors Ltd. * Played a pivotal role in developing partners like Embee Software, Wizertech, Vareli Tecnac, Ankur Telecom and so on * Formulated and implemented local/regional level strategies for achieving the annual branch budget.   **Key Result Areas as Major Accounts Manager, Pune:**   * Managed global/national accounts like Tata Motors, Volkswagen, Chicago Pneumatic, Fabtech Projects, ThyssenKrupp Industries, Zensar Technologies, Sandvik Asia, SKF India, Fujitsu Consulting,Bajaj Auto, Atlas Copco, KSB Pumps … * Administered various activities like global & national account management, virtual team management, central co-ordination national implementation, expansion & retention of client base and relationship management * Contributed in the development of global & national account contracts on national level through virtual team members * Managed key global accounts & national accounts at PAN India level while monitoring target achievement on monthly basis * Spearheaded the virtual sales force at PAN India level for account mapping & coverage * Instrumental in signing national contracts with TATA Motors, Fujitsu Consulting & Atlas Copco.   **Key Result Areas as Sr. Territory Manager:**   * Administered the overall sales cycle from re-seller management, man management, lead generation, requirement gathering, proposal making, demonstration, negotiation and deals closure * Managed various activities like development of new markets, appointment of re-sellers and so on * Extended support in bagging tenders (Govt. & Private) while managing a team of two executives & re-seller sales team for sales enhancement.   **Mar’05 to Nov’06**  **Apsom Technologies, Kolkata, West Bengal as Sr. Sales Manager** | | |
| **Significant Accomplishments:** | | |
| * Merit of being promoted from Executive Sales to Sr. Sales Manager within a year of joining the organization * Managed the sales & service operations of CNC routers, cutting plotters, engravers, Eco solvent printing devices (brands: Mimaki (Japan), DGI (Korea)) * Played the role of branch manager for a period of 4 months * Performed various activities like branch finance management, service call management, inventory management. | |  |