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| **PROFESSIONAL EXPERIENCE (9 years)**  **Farhin Soparkar**  Female | [farhinsoparkar@gmail.com](mailto:farhinsoparkar@gmail.com) |  Mobile: +91-8444911013 | |
| ***EA to National Sales Head Mahindra & Mahindra Ltd.- Farm Division Apr’18 – Present (Mumbai)*** | |
| ***Roles & Responsibilities*** | |
| **Strategic & Operational Role** | * Synthesizing data and providing actionable insights on industry & related sector for business Planning * Developing dashboards and reports for all sales & different functional teams to drive overall business and sales operational excellence. * Strategizing sales approaches through competition & market analysis * Creating a robust review mechanism for sales & review with Zonal heads & each department on monthly basis * Supporting in budgeting activities -to ensure Spend effectiveness & optimization of Price support & incentive budgets * Translating stakeholders needs into insights and customers’ needs based research for value addition to business * Providing holistic view of metrics to be tracked for all functional teams and highlight concerns to Head * Participating in annual business strategy formulation & planning * Coordinating within sales functions departments (Field, PMIS, Channel & IS) and other departments related to sales (manufacturing, accounts, strategy, DWCM) * Preparing an executive summaries for meeting and proposals * Managing review meetings and minutes * Supporting in audits and business excellence activities * Fostering an organizational culture of Simplicity - to promote continuous improvement\ |
| **Project Management** | * Designing and executing strategic Projects & small initiatives on sales volume & market share growth * Working on project – i. Developing an anti-competition strategy by market research, knowledge & analysis   ii. RamRajya project- Driving operational efficiency at field level  iii. New MSS & PDCA formulation with BE   * Ensuring & monitoring seamless execution of projects at field level * Participating & Follow up with ongoing national level Project progress/other issues related to sales |
| ***Channel Development Manager (WB & NE) Mahindra & Mahindra Ltd. Aug 2014 to March 2018*** | |
| **Network Planning & Capability Building** | * Planning on network mapping & preparing network blueprint on strategic location * Adhering an online process - Scrutinization of New Applicants and fulfilling documentation requirements * New dealer induction (on boarding) & Onsite Installation with ensuring fulfillment of new dealer Infrastructure, implementation of FDW system, manpower and funds requirements as per CI norms * Reviewing dealer progress on Business parameter * Training & Capability Building of dealer’s manpower’s on Product Knowledge, New product FABs, Sales System & processes and driving towards digital platforms * Identifying the training need of stakeholders & tie-up with Institutes like IIM, IIT etc. for co-creation of requirement-based Training Modules * Developing Training Tools (TAB/Portal/etc.) & content * Conducting Dealer Councils at state & zonal Level * Formulating and Implementing DSI, addressing dealers’ issues |
| **Process development & Marketing** | **System & process development**   * Implementing & Utilizing process - MSS/FDW, DHRMS (Dealer Human Resource Management System) * AO systems excellence model implementation & quarterly Audit on processes   **Marketing:**   * Competitions MIS tracking & analysis * Conducting all state level marketing activities in coordination with HO * Marketing plan, budgeting for activities; Sourcing and managing vendors (Controlling the cost, effectiveness and quality of campaign).   **Timely updating of Documents:** Price Track, Positioning, Competitiveness, Structure, Feature Comparison, Technical Comparison, Economic Value Analysis etc. |
| ***Sr. Territory Manager (Sales) Mahindra & Mahindra Ltd Jun 2012 to Aug 2014 (Kolkata)*** | |
| **Sales &**  **Marketing Role** | * Sales Planning, Enquiry Management, Conversion Management & Retail Management. * Designing & Formulation of Promotional Schemes, Consumer Schemes & financial schemes. * Planning & Conducting BTL activities, Product launch, New product Training * Credit Management & Dealer Working Capital Management * Competition tracking * Adhering system & process * People Management- Training, motivating & Capability building of sales, retail and service team for ensuring deliveries and adherence to system of the organization |
| **Professional Achievement** | |
| **Mahindra & Mahindra Ltd.** | * Rewarded as Best Channel Care Manager for F18 * Rewarded for Best Execution Excellence for F17 performance * Achieved Mahindra Rise Award level-2 under ‘Alternative thinking’ brand pillar of Mahindra, 2014 |

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| ***Mahindra Yellow Belt Projects*** | |
| **MYB-I** | Develop a new marketing strategy for New 3 model & generate higher sale in West Bengal |
| **MYB-II** | Establish other business -Seed Potato along with Tractors business as a sustainable business model to create a new revenue source for dealers |
| ***Management Trainee*** | |
| Company & Time | ***Mahindra & Mahindra Ltd., Farm Equipment Sector & Mahindra Samriddhi , Mumbai (*** ***July’11 to May’ 2012 )*** |
| **Project Title** | **1.Understanding farm equipment business (Tractor sale)**  **2.Evaluation of Farm Tech Prosperity through Increase the Productivity of farmer and Re-establishment of Hub & Spoke Model** |
| Activities | * Understanding of new concept of Mahindra Tractor business- sales, dealers working, financial behaviour * Delivering farm tech prosperity through increasing productivity of farm * Develop tools to predict productivity of cotton crop of farm * Developing new channel to connect Samriddhi centre as spoke to ensure revenue generation through tractor sale & other business |

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| **EDUCATIONAL BACKGROUND** | | | |
| MBA- ABM | 2011 | P.G. Institute of Agribusiness Management, JAU, Junagadh | 8.74/10 |
| B. Tech  (Agricultural biotechnology) | 2009 | M.G.M College of Agricultural Biotechnology, Aurangabad, (M.A.U, Parbhani) | 8.29/10 |
| XII (Mumbai board) | 2005 | M. K. Junior college, Chinchani (MH) | 76.17% |
| X (Mumbai board) | 2003 | R. H. Save Vidyalaya, Tarapur (MH) | 80.80% |

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| **Languages Known** | | | | | | | | |
| * **Language** | * **Speak** | * **Read** | * **Write** | | * **Language** | * **Speak** | * **Read** | * **Write** |
| English | Yes | Yes | Yes | | Marathi | Yes | Yes | Yes |
| Hindi & Urdu | Yes | Yes | Yes | | Bengali | Yes | Yes | No |
| Gujarati | Yes | Yes | Yes | |  |  |  |  |
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| **Skills & Expertise** | | | | | | | | |
| * Analytical Skills * Communication and People management Skills * Imparting Training and Building Capability | | | | * Strategic & Sales Planning * Market Research * Excel and Presentation skills, SAS | | | | |
| **Online Learning Courses Completed** | | | | | | | | |
| * Power BI, Advanced Excel * Leadership – Harrappa Educations * Negotiating & Customer Retention | | | | * Artificial intelligence – Coursera & Google * Sales & Digital Marketing Management – Google (On going) * Key Account Management | | | | |