

MUNENDRA PATANKER

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PROFILE

A results-driven marketing professional with extensive experience in domestic and international markets. Skilled in leading sales initiatives, Proven expertise in business development, channel management, client servicing, and new business models, with a strong focus on driving revenue growth and expanding market reach.

CORE COMPETENCIES

- **Sales & Marketing Strategy:** Expertise in crafting and executing strategies for domestic and international markets, aligning business goals with revenue growth.
- **Government Sales:** Successfully led initiatives targeting government agencies, securing high-value contracts and expanding business reach in the public sector.
- **Client & Partner Relations:** Skilled in managing long-term client relationships, particularly in channel management and servicing high-profile accounts.
- **Business Development:** Experienced in identifying new markets, channels, and growth opportunities, and introducing innovative business models.
- **Financial Oversight:** Budget management, financial forecasting, and ensuring profitability through optimized revenue streams and cost controls.
- **Leadership & Team Management:** Effective leader, driving cross-functional collaboration and leading high-performance teams to achieve strategic goals.

SOFT SKILLS

- Excellent communicator
- Fast learner
- Tech-savvy
- People management
- Leadership skills
- MS Power BI and MS excel
- Positive attitude
- Culturally astute

PROFESSIONAL EXPERIENCE

Chief Manager Marketing

Kalyani Navyug Media Pvt. Ltd. (Campfire), New Delhi, INDIA

2009 – Present

Promoted from Asst. Marketing Manager (2009) to Marketing Manager (2011), and Chief Manager Marketing & Sales (2017)

Focus areas: Internal

- Motivated and guided cross-functional teams to achieve and exceed targets, fostering a collaborative environment and ensuring alignment with overall business objectives.
- Identifying and prioritizing the most relevant exhibitions and trade shows aligned with our business goals, ensuring strategic participation and attendance. Monitored market trends and maintained a presence in relevant trade shows to continue expanding the network and business opportunities globally.
- Spearheaded sales strategies targeting government agencies and public sector clients, successfully securing major contracts.
- Collaborated with internal teams to customize offerings, ensuring regional relevance and appeal in diverse markets.
- Conducted region-wise mapping of prospects and existing accounts, including schools, distributors, retailers, importers, publishers, government departments, and potential partners.
- Lead the development of long-term plans, including expansion into new markets or genres.
- Managing cross-functional teams, ensuring collaboration across departments to meet business goals.
- Oversee the financial performance of the company, including budgeting, forecasting, and financial reporting.
- Ensure profitability by managing costs, optimizing revenue streams, and improving margins.

Focus areas: External

- Engaged with key stakeholders at industry events to generate high-quality leads and explore strategic partnerships.
- Regularly conducted meetings with decision-makers in schools, school distributors, dealers organizing exhibitions, and dealers supplying textbooks to schools.
- Analyzed feedback from international prospects to understand specific market needs and preferences.
- Identified opportunities within the government sector and customized solutions to meet their unique requirements by doing regular meetings with the decision makers.
- Establish strong relationships with importers from international markets, distributors of domestic market, retailers, and other partners to maximize the sales.
- Working with them on marketing projects and implementing plans to meet the business objectives.
- Working with partners to produce content that is relevant as per the market and push it in the right direction to achieve growth.
- Identifying opportunities in the government sector and tailoring solutions to meet their unique requirements.

Other Initiatives and achievements

- Reduced the average credit period for customer payments by 50%, through direct firm sales and strategic initiatives in the export market.
- Increased the company's gross and net margins twofold by implementing cost-reduction strategies and justifying a higher cover price to customers through enhanced product value.
- Innovate and introduce new business models, such as getting Campfire's Books for classroom reading in schools as literature reading.
 - English reader for classes 6th to 12th in CBSE and ICSE Schools in India.
- New Avenues such as digital publishing develop and publish books for specific clients.
 - Campfire's E-book store
 - Series of 3 books on diabetes for a pharmaceutical firm.
 - Series of 9 children's' books for a religious group.
- Language rights sold in 11 international Languages to international publishers.
- Launched successful series like the Value Education and Creative Verve for school text book markets.

I prioritize tasks based on urgency and importance, delegate effectively, and break projects into manageable milestones. Regular check-ins ensure progress and alignment, while maintaining flexibility to adapt to challenges and adjusting timelines as needed.

PREVIOUS EXPERIENCE**Program Manager Retail (Pan India)**

V5 Global Pvt. Ltd., New Delhi, INDIA

Feb 2007 – Sep 2009

V5 Global is a pan-India integrated business process consulting and restructuring organization that provides a host of services in the sales and marketing domain, to businesses across industries and geographies

Key responsibilities

Client servicing for ASUS PDA mobile, HP Accessories and APC for their pan India retail programs.

- Understanding of client's requirement, mapping same with the solutions.
- Development of premium retail outlets in terms of sales volume (PAN India).
- Managing and growing existing retail accounts by initiating the new marketing ideas.
- Mapping new stores to associate them in retail program.
- Achieve the sales growth percentage standards for individual store.
- Retail Identity Development.
- Retail Audits.
- Executing Merchandizing activities.
- Ensuring Secondary sales targets (product movement from retail outlet to customers)
- Utilizing higher Visual Merchandising space at the retail front to increase recall for brand.
- Handling team of 1 Coordinator, 17 Area managers and approx 200 Retail executives to implement retail programs (PAN India).

- Striving to achieve a higher conversion for SKUs thereby increasing the sale through at retail level.
- Creating product awareness through dedicated and trained V5 resources at selected retail stores.

Market Development Officer

Bharti Teletech Ltd., New Delhi, INDIA
July 2006 – Feb 2007

Key responsibilities

- Managing and growing existing Channel & Retail Accounts.
- Managing two town distributors (Sub distributor).
- Achieve sales target.
- Responsible for follow-ups, demo, presentation, business meetings to customers/Distributors.
- Execute and manage all sales initiatives at retail level.
- Development of new accounts.
- Guidance/coaching of channel partner staff & channel promoters.
- Order closer with the channel partners.

Team Leader

MDR Bhopal, INDIA
Mar 2001 – Jun 2004

MDR (Market Data Research): MDR is the associate/partner of Indian Market Research companies.
 I was handling Projects of IMRB in Madhya Pradesh And Chhattisgarh

Key responsibilities

- Handling a team of 10 to 15 executives based on project to project.
- Taking briefs of projects from clients and understanding the exact requirements of the researchers.
- Giving training to executives as per the project requirement.
- Collecting data as per researcher requirements.
- Ensuring authenticity of the data collected by Executives.
- Completing data collection process before the deadlines.

Education

2006	MBA from Amity Business School, Lucknow. Specialization: Marketing and Sales Management and Information Systems Management
2004	B. Com from Bhopal University
1998	12th from M. P Board
1996	10th from M. P Board

Personal Details

Date of Birth: 14th Apr 1981
 Present Address: A-14, 3rd Floor, Sector 85, Faridabad, INDIA
 Marital Status: Married