



Senior Sales & Marketing Professional with 18 Years of Experience

Anil Gopal Bele

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Profile Summary

- 🔸 Strategic Channel Management and Institutional Sales specialist with **over 18 years** of experience in **Sales & Marketing, Business Development, Team & Performance Management** and so on. Experienced in exploring & developing new markets, identifying customers, promoting brand, managing new product launch, accelerating growth & achieving desired sales goals. Excels in managing business operations with focus on top-line & bottom-line performance and determining company's mission as conveyed through policies and corporate objectives. Proficient at managing teams to work in sync with the corporate set parameters & motivating them for achieving the individual and business goals. Skilled in interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business. Effective communicator & team player with strong interpersonal & people management skills

Education

- ▶ Master of Management Studies (Marketing) from Mumbai University 2001
- ▶ B.Sc. (Chemistry) from Mumbai University in 1997.
- ▶ Diploma in Marketing Management (DMM) from Chetna's Institute of Management in 1998
- ▶ Diploma in Computer Science (DCS) from Datapro Information Technology in 1994

Personal Details

Name : Anil Gopal Bele

Date of Birth: 27th May , 1973

Languages Known: English, Hindi & Marathi

Address : C/42 Parijat , KC ,Margh Bandra Reclamation, Opp Lilavati Hopital
Bandra (West) Mumbai 400050

Location Preferred : India (Mumbai / Pune) & Middle East

Industry Preferred : Electrical & Switchgear / Construction & Building Material

Areas of Expertise

Channel / Institutional Sales & Marketing



Business Development



Performance Management



Team Management



Revenue Generation



Market Expansion



Client Relationship Management



Training & Development



Work Experience

March 2018 till Date : DrainVac India as Regional Sales Manager – Western Region

Role:

- ▶ Heading western region Channel Partners & Project Sales business.
- ▶ Driving the Channel partners to achieve their annual sales targets, exploring new segments. Identifying gaps and the needs for appointing new channel partner in the new area assigned
- ▶ Planning & forecasting sales for the area and submitting MIS & reports
- ▶ Build & promote strong, long lasting customer relationships by partnering with them and understanding their needs
- ▶ Mapping the assigned geography, explore & ascertain its true potential, to plan and execute annual target setting exercise
- ▶ Organized meets / In House seminar and training program for the Channel partner and end users.

Nov 2006 till Sept 2017 :Schneider Electric India Pvt Ltd , Mumbai as Assistant Sales Manager–Distribution Global Operations – Proximity

Growth Path

- ▶ Joined as Project Sales for Wiring Device and Home Automation Product.
- ▶ Promoted as Territory Manager (Project & Institutional Sales)
- ▶ Promoted as Assistant Sales Manager (Distribution – Channel Sales), Global Operations – Proximity

Role:

- ▶ Handled Mumbai Channel Partners and SI's Project Sales along with a team of 3 members - by driving the sales and promotional activities for **Schneider Electric** business portfolio from various market segments including Builders, Architects Contractors, Government bodies & Consultants
- ▶ Driving the Team / Channel partners / SI's to achieve their annual sales targets, exploring new segments. Identifying gaps and the needs for appointing new channel partner in the new area assigned
- ▶ Develop and execute a business plan to attain sales objective, develop mechanisms for monitoring Channel Sales progress and problem solving with our Senior Managers, Group Heads, Product Marketing and Sales Team. Updating & sharing regularly dashboard highlighting target v/s achievement & payment collection plans
- ▶ Planning & forecasting sales for the area and submitting MIS & reports
- ▶ Designing & implementing a strategic sales plan that expands the customer base
- ▶ Build & promote strong, long lasting customer relationships by partnering with them and understanding their needs
- ▶ Mapping the assigned geography, explore & ascertain its true potential, to plan and execute annual target setting exercise
- ▶ Working closely with BDMs to develop leads and to expedite sales closure
- ▶ Organized consultant / contractor / panel builder meet and training program

Highlights:

- ▶ Successfully handled home automation & modular range of Switch Product in Schneider Electric for 11 years including major value projects of developers such as Hi-Con / Rizvi Developer / Lodha Group / Wadhwa Group / Avighna Group/ Mahindra Lifespace / Kamla Group / CPWD
- ▶ Successfully completed the Office automation project of CPWD – like IBDI Bank /NITI/PNB Bank / Passport office.
- ▶ Got Single make Motion sensors specified for all the Lodha Group projects for their washroom area.
- ▶ Appointed New Channels / SI's in untapped Market – Kalyan / Dombivali / Matunga area.
- ▶ Recognized as highest contributor for switching and controlling product range.
- ▶ Successfully launched various promotion schemes such as Bahubali, Bottoms-up (Wiring Devices), Bangkok & Malaysia Scheme (Meter Capacitor).
- ▶ Conducted:
 - Products display at trade fairs and collated information on competitors' products
 - Product promotions through presentations & demonstrations through in-house seminar / exhibition / dealers & customer meet

Jul'2004-Oct '2006 : Nitco Tiles Ltd , Mumbai as Senior .Sales Executive – Specialized Ceramic Division – Sales

Role:

- Handling and Generating New Dealer network for the Mumbai Region and driving sales of the assigned Nitco tiles business portfolio for various markets including Interior designer, Architect & Builder Segment.
- Interfaced with concerned teams & potential clients to develop leads and expedited sales closure
- Conceptualizing marketing strategies, analyzing trends & monitoring the outcome of the New Design and Murals created out of ceramic/ marble / Indian stones.
- Ensuring planning & forecasting sales for the area and submitting MIS & reports
- Mapping new market opportunities and managing sales volumes by strategizing & balancing quality product mix, and so on
- Working closely with concerned account teams to develop leads and to expedite sales closure

Highlights:

- Successfully launched the border concept in common areas and kitchen dado's to increase revenue, profits & market share from the builder segment
- Merit of developing new territories & markets by aggressively mapping new geographies and strategizing for its development
- Introduced new Mural designs for the entrance lobbies for luxury villas and high end building projects in the builder segment.

Aug'2001-Jun'2004: Italia Glass Pvt Ltd , Mumbai as Project Executive –Sales

Role:

- Handling and Generating New Dealer network for the Mumbai Region and driving sales of the assigned Italia Glass Pvt Ltd business portfolio for various markets including Interior designer, Architect & Builder Segment and discovered new market opportunities.
- Interfaced with concerned teams & potential clients to develop leads and expedited sales closure
- Maintained project pipeline to enable clear sales forecasting
- Organized Architect/ Builder / Swimming Contractor meet to promote the product
- Provided market inputs for the product development team mainly in Government and Residential segment
- Mapped various markets for project lead
- Make Italia Glass as Generic Product.

Highlights:

- Successfully launched promotional Schemes for the dealers to increase revenue, profits & market share
- Successfully introduce Bath room concept of Using Italia Glass mosaic in thane project for " Highland Residency"
- Merit of developing new territories & markets by aggressively mapping new geographies and strategizing for its development
- Got product specified in BPCL for all the Petrol Pumps all over India.

Previous Experience

June'1998-April'1999: IAMC Group , Mumbai as Sales Officer – Blended Spices Division

May'1997-June'1998: TDI International India Ltd, Mumbai as Marketing Executive

Location Preference:

- Mumbai

IT Skills :

- MS Office, FoxPro, Statistical Package for Social Science (SPSS)–Version 7.5 & Version 10

Academic Project Detail (MMS- Master of Management Studies)

Title: Marketing of Financial Product- Quantum Optima for ICICI Capital Services Ltd

- Drove the project as part of promotional campaign of company's new product
- Led the product cross-selling to ICICI Safety Bondholders
- Strengthened the bond between ICICI and Bondholders
- Generated new customers for ICICI

Title: Study the Functioning of the Exclusive Retail Outlet for Levis

- Studied the functioning & operations of the retail outlet including the in-depth consumer research in Mumbai
- Analyzed the consumer behavior in the personal products category by interacting with consumers

Title: Study the Market for Audio Products

Highlights:

- Determined the size for the various audio product and market share of the leading brand
- Studied the distribution strategy of BPL in comparison with Philips, Videocon & Panasonic
- Analyzed the dealer perception about BPL audio product in comparison to those of its competitors

Summer Project(MMS)

Organization: VVF Ltd.

Title: Perception of the Consumer on Doy (Kids Soap)

Highlights:

- Prepared questionnaire, which was specifically targeted to the decision makers i.e. mother & analyzed output using SPSS 7.5 version
- Achieved an insight into the functioning of the retail outlets