

Ajit Ray
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OBJECTIVE

To be a successful person in my field through constant hard work and dedication, seeking further challenges to work in a dynamic environment to utilize skill and ability in an organization, which offers professional growth. Track record of exceeding goals, providing effective leadership with a focus on overall organizational growth.

EXPERIENCE

Head - Strategic Accounts

Spykke innovation (Justdial)

March 2020 - Present

Role & Responsibilities:

- Responsible for effective implementation of sales strategies & policies and meeting sales targets & objectives.
- Own up the P&L responsibility, establish relationships with CXO level executives, develop strategic partnerships.
- Deliver committed results with the forecasted accuracy and drive negotiation and closure of large value contracts.
- Responsible to identify, develop plans to grow market share and penetrate new markets
- Managing, training, motivating, and supervising the sales force on a day-to-day basis

Zonal Head

CredR

April 2018 - February 2020

Role & Responsibilities:

- The organization, Planning, and Controlling of all Business Operations Achieving Zone level P&L Targets.
- Developing sales plans & value-added solutions designed to assure achievement of agreed to the volume, market share, and profit objectives.
- Establishing strategic alliances / tie-ups with financially strong and reliable channel partners; implementing effective strategies to maximize sales and achieve revenue & collection targets.
- Managing demand forecasting & inventory; optimizing inventory level with channel partners to ensure timely deliveries to customers.
- Building new business partners to expand product reach in the market and coordinating with dealers to assist them to promote the product.

Regional Sales Manager

Diageo

August 2015 - March 2018

Role & Responsibilities:

- Responsible for designing strategies for each key account and developing a clearly defined TOT agreement for selected customers.
- Ensuring portfolio availability and visibility across all channels and developing innovative ways of increasing the same by selecting appropriate channels to push the products and increase visibility vis – a – vis competitor.
- Driving initiatives to increase the share of the throat in the entire channel through consumption driving strategies and drawing activity calendar for the channel to drive experience, and visibility

- Building strong relationships with key account stakeholders to obtain preferred/primary partner status.

Key Accounts Manager (London, UK)

Procter & Gamble (P & G)

January 2011 - July 2015

Role & Responsibilities:

- Manage a geographical region consisting of Wholesalers and Supermarkets
- Work towards the achievement of goals on a weekly, monthly, quarterly, and annually bases in each vertical, analyzing the sales figure and taking a proactive approach.
- Customer mapping: organization design, decision-making process, corporate strategy, financial structure, logistics, etc.
- Store visits, fieldwork with Account Handlers regularly
- Meet the needs of our customers and consumers, building relationship
- Identify business-building opportunities for our brands and sell persuasively

Assistant Food and Beverage Manager (London, UK)

Hilton worldwide

November 2007-December 2010

Role & Responsibilities:

- Achieves restaurant operational objectives by contributing information and recommendations to strategic plans and reviews
- Meets restaurant financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions
- Plans menus by consulting with chefs estimate food costs and profits; adjusts menus
- Controls cost by reviewing portion control and quantities of preparation; minimizing waste; ensuring high quality of preparation
- Maintains safe, secure, and healthy environment by establishing, following, and enforcing sanitation standards and procedures; complying with legal regulations.

EDUCATION

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| ● Strategy Implementation - Indian Institute of Management, Bangalore | 2019 |
| ● MBA (Sales and marketing) - University of Wales, UK | 2010-2012 |
| ● Bachelor of hotel management - Bangalore university, Karnataka | 2003-2007 |

ACHIEVEMENTS & CERTIFICATES

- Diageo Sales management course for Managers (advanced by SAIT)
- Proctor & Gamble (UK) Sales and marketing program for MT and Distribution.
- Sales Professional of the year Greater London area (MT & HORECA) P & G (UK) - 2014
- Hilton Worldwide Management development program level 3
- Academy Centre of Excellence Gold Award by Hilton London Metropol, (UK)
- CredR CEO's desk award

PERSONAL DETAILS:

Date of Birth:	5 th July 1984
Nationality:	India
Languages Known:	English, Hindi
Hobbies & Interests:	Travelling, playing & cooking
