

# Giriver Gopal

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## CONTACT

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## OBJECTIVE

### Personal Summary

Results orientated person with experience of leading high performance teams and of successfully increasing efficiency and productivity while reducing costs and inefficiencies. Ability to keep a level head at all times, nurture and grow a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges. Possessing excellent client facing and configuration skills. Currently looking for a suitable managerial position with an ambitious company.

### WORK EXPERIENCE

**1.Anand Print line** (Mohali, India) July, 2017to till date) (A printing hub for all kinds of labels and other printing jobs.)

#### Sales and Marketing Manager

Proven leadership and ability to drive sales teams. Superior interpersonal, relationship building with strong customer orientation.

- Develops a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Develops and implement an annual marketing strategy.
- Responsible for the performance and development of the account executives.
- Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.
- Initiates and coordinates development of action plans to penetrate new markets.
- Conducts one-on-one review with all account executives to build more effective communications, to understand training and development needs, and to provide insight for the improvement of account executive's sales and activity performance.
- Provides timely feedback to senior management regarding performance.
- Maintains accurate records of all pricings, sales, and activity reports submitted by account executives.
- Assists account executives in preparation of proposals and presentations.
- Recruits and hires account executives based on criteria agreed upon by senior management.
- Insures that all account executives meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes.
- Delegates authority and responsibility with accountability and follow-up.
- Sets examples for account executives in areas of personal character, commitment, organizational and selling skills, and work habits.
- Conducts regular coaching and counseling with account executives to build motivation and selling skills.
- Maintains contact with all clients in the market area to ensure high levels of client satisfaction.
- Demonstrates ability to interact and cooperate with all company employees.

## **2.East African Distributors Limited (One of the company of**

**Madhvani Group Enterprise)** (Kampala, Uganda) June, 2016 to July 2017) ( A distributors of world class construction brands like KOHLER, TRANE, OMEGA etc.)

### **Sales and Marketing Manager**

*Worked individually and collaboratively with team members to tactically market existing products by evaluating prospective clients and their needs while focusing on optimizing costs*

- Built strong customer relationships by understanding the client and their needs, which led to the largest contract in the company's history
- Perform in-depth operational cost and schedule analysis to minimize variances in marketing
- Increased brand integrity and awareness by monitoring the quality of marketing content and understanding market exposures
- Acted as company representative at industry meetings, conferences, and events in order to gain insights into the various luxury brands and how they can be marketed.
- Improved overall Gross Margin Dollars by 15% in less than a year.
- Successfully expanded market share by 30% through strategic sales initiatives and marketing leadership.

**3. Sadolin Paints (U) Ltd. (Kampala, Uganda.)** April, 2014 to June 2016. (A number one leading paint company in Uganda)

**Senior Sales Executive**

Handling key dealers and co-operate clients. Visiting sites to get more orders and to promote the brand. Responsible for timely delivery to customers. Handling collection issues while achieving sales target according to the customer accountability. Planning workshops and seminars for having a better connection to the key users and painters for improving market value and increasing sales.

**4.Fusion Africa Ltd. (Kampala, Uganda.)** June,2012— feb., 2014.(A division started by GRAPHIC SYSTEMS UGANDA LTD. For promotional items and textile printing)

**Marketing Manager and Production supervisor**

Results-driven and dedicated with wide-ranging experience in a high growth environment  
Record of accomplishment devising, evaluating, and implementing continuous process improvements to minimize waste and reduce costs while maximizing quality and yield.

Encourage proactive participation across the manufacturing floor. Expertise in lean manufacturing with extensive scope of responsibility Deliver optimal results that exceed operational goals and yield measurable outcomes.

**Key roles in that period:**

- Joined as a marketing executive.
- Supportive in all fields like costing, marketing sales, installation of machines and all.
- Starting from the set up of whole production floor.
- Involved in all fields, according to the company requirements on time i.e. marketing, designing, quality assurance, outsourcing, production, costing.
- Heading whole company several times when G.M. or B.D.M was not available, taking all decision related with any department, if it's not necessary to go towards Group GM or Management.

**5.Gopal Labels, (S.A.S Nagar, Mohali, Punjab. INDIA.) April, 2003 — May, 2012**

(Manufacturer of polycarbonate labels, aluminum anodized labels, feather touch key pad membranes and all kinds of screen printing jobs.)

**Operations Head (Managing Director)**

**Duties :**

- Responsible for the day to day running of the business with a particular emphasis on sales and business development.
- Making sure that the business continues to grow by way of developing new clients with maintaining its existing customer base.
- Identifying, developing and directing the implementation of business strategy.
- Cultivating the company's reputation in the market & with customers & suppliers.
- Involved in planning & organizing the organization's activities to achieve targets
- Responsible for the Profit & Loss responsibility for the business.

- Improving margins and maintaining a high quality service to clients.
- Keeping control of business expenditure, ensuring it's within agreed budgets.

### **KEY SKILLS AND COMPETENCIES:**

- Entrepreneurial with commercial acumen and excellent management skills.
- A motivated team player who is results driven.
- Results oriented with a positive outlook, and a clear focus on high quality and business profit.

### **QUALIFICATIONS & EDUCATION**

- **Bachelor of Arts**, April, 2005 — April, 2008, Punjab University.
- Having 4 years experience of designing in Corel draw software.
- Knowledge of MS WORD, EXCEL, with little knowledge of computer software and hardware.
- Experience in the printing field (related with textile printing, promotional items, pad printing, hot foil stamping etc.)
- Diploma in Printing Technology (2009).

### **INTERESTS**

Music, Pool, Reading Books, Poetry etc.

### **PERSONAL DETAILS**

Father's Name : Sh. R.P.Gopal

Sex : Male

Date of Birth : 26/06/1986

Languages Known : Hindi, English, Punjabi

Marital Status : Divorced

Nationality : Indian

Hobbies : Surfing,reading books, listening music,

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