



Shekhar Ganguly

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Capability to drive Business Development, Operations & Channel Management with methodological leadership skills so as to impact organisational growth and productivity.

Synopsis

- A professional with 27+ years of rich experience in Sales, Business Development, Team & Operation Management in the FMCG / Beverages industry for GT/MT and e.com.
- Adept at strategic planning, execution & creating a team environment to enhance profitability.
- Knowledge & varied experience in Negotiation, Key Account/Performance Management & Sales Analysis, New Product development, scheme management.
- Well-versed in expanding markets, overseeing product promotion activities and selecting channel partners for proper distribution of sales.
- Proven abilities in mentoring multi-functional team members towards improving bottom-line growth and meeting top-line goals.
- Manage operations & ensure customer satisfaction by achieving delivery & service norms within deadlines.
- An effective communicator with exceptional relationship management skills & an ability to relate to people at all levels.
- Proficient in MS Office & Internet.

Competencies

Strategy Planning	Market Intelligence	Interpersonal & Presentation Skills
Key Account Management	Team Management	Leadership Development

Career Graph

AJANTA SHOES (INDIA) PVT LTD (AST.GENERAL MANAGER. SALSES) - EAST/NORTHEAST/PUNJUB/HARYANA/RAJASTHAN/HIMACHAL	Aug 2021 - Dec 2022
LILY INDIA PVT LTD (Business Head MT/GT/E.COM) - PAN INDIA	OCT 2016- 8th of Aug 2021
Aachi Masala Foods (P) ltd (Regional Sales manager- EAST/ NORTH East/UP/BIHAR/JHARKHAND/ODISHA)GT & MT	Feb 2013- Sept 2016
SuperMax Personal Care Pvt Ltd (RSM- North Eastern Region) GT & MT	Aug 2007-Feb 2013
CLASSIC BEVERAGES NIGERIA LTD Regional Manager - NIGERIA	NOV 2005 TO JULY 2007
Diamond Beverages Pvt Ltd (coca Cola) Area Sales Manager (MARKETING)- WB	Sept 2003 – SEPT 2005
Jolen International Ltd Area Sales Manager (Calcutta &North Bengal)	Jul 2001 – Sep 2003
Karnataka Soaps & Detergents Ltd Territory Sales in Charge (Assam, Meghalaya, Tripura & Mizoram)	Apr 1998 – Jun 2001
Reckitt & Coleman India Ltd. Territory Sales Representative (Calcutta & South 24 Pargana)	Jun 1995 – Apr 1998

Areas of Expertise

Business Development, Sales & Marketing

- Gathering inputs by identifying market potential and territory mapping.
- Identifying new customer groups to market products establish strong market presence and enhance reach.
- Interacting with advisers, business partners and clients to enhance the brand and products presence.
- Administering the entire gamut of business development functions for promoting the company's product portfolio.

Customer Relationship Management

- Mapping client's requirements and providing expert advisory services pertaining to the selection of the right product.
- Building and maintaining healthy business relations with major clients, ensuring customer satisfaction by achieving delivery & service quality norms.
- Obtaining references from existing customers to increase customer base.

Channel Management

- Developing new business partners to expand product reach in the market and working in interaction with the dealers, and distributors to assist them to promote the product.
- Periodic monitoring of sales, revenues and ROI of channel partners.

Distribution Management

- Handling and developing distribution networks with the help of sales team of ASMs, SOs and TSO.
- Identifying and appointing distributors, C & F agents and super stockiest.
- Administering sales and distribution operations.
- Streamlining the working culture in the distribution channel in close coordination with the sales team.

Product Promotion & Brand Management

- Ensuring maximum brand visibility and capture optimum market shares.
- Conducting various promotional events and campaigns for brand promotion.
- Representing the organization at major industry events.

Team Management

- Managing a team size of 22 comprising of Area Sales Managers and SO/TSO.
- Actively managing recruitment of sales team and staff.
- Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Scheduling team assignments to achieve the pre-set goals within time, quality & cost parameters.

Notable Accomplishments

Aachi Masala Foods Pvt Ltd

- * Launch Aachi Product In eastern India and create 1.51cr monthly business within 3 years.

Supermax Personal care Pvt Ltd

- Consistently over achieved targets. Achieved 126% of YTD budget.
- Developed new locations in Tripura, Meghalaya/Manipur/Nagaland which are performing very well till date.

Classic Beverages Nigeria Ltd

- Sustained strong revenue gains despite a fiercely competitive market.
- Cultivated relationships with customer base in the soft drink industry, re-establishing products and services as well as uncovering new customer.
- Identified problems and worked closely with other departmental heads to develop win-win situations.
- Reorganized the distribution network in the entire area to plug gaps and thereby increasing Sales.

Diamond Beverages Pvt Ltd

- Responsible for to setup distributor network in Bengal
- Able to recruit 92 distributors for RGB as well as others segment.

Professional Course

Course Topic	Company	Year
Performance for Leadership	Jolen International Ltd	2004
Training to Train course		
Induction course		

Education

Degree	Institute/University	Date
MBA	Sikkim Manipal University	2003
B Com Honours	Calcutta University	1999

Personal Details

- Date of Birth: 5th February 1974.
- Languages Known: English, Hindi and Bengali.