

SOURAV GANGULY.

A regional level leadership skill with diversified experience and expertise in **Sales, Marketing, Channel Distribution, Merchandising, Data Management and Training** along with **18+ years of FMCG & FMCD experience** in leading team, zones and organization to success.



Dial: +91 98300 27366 (M) & +91 98741 16037 (R).

E-mail Id: sourav.addmag@yahoo.co.in & sourav.addmag@gmail.com

Professional Core Competencies.

- **Sales& Distribution-** Sales & distribution management including sales force & channel partners.
- **Marketing** - ATL/BTL planning & activation including consumer contacts & consumer creation.
- **Merchandising** - Design creation, fabrication & installation process of merchandising inputs.
- **Data** - Data management & analysis (Ms. Ex-Cell) for strategy planning.
- **Training** – Sales, soft skill, personality development / grooming, situation handling, public relation& Pcc.

Professional Strength.

- Team Player with a high priority on TAT to motivate & develop team for next level.
- Ability of quick absorption & implementation according to the situation & requirement.
- Hard-working, consistent & patients with compromising attitude and comfortable in traveling.

Professional Experience.

Square Ideas (SIMC). – Kolkata; From May'2016 to till date.

Business Development Manager (Regional) – Sales & Marketing For West Bengal, Orissa, Bihar.

Responsibilities :- **Basic** – Overall responsibility for achieving or exceeding the assigned target in the respective region to ensure the achievement of company's business objectives and strategy. Budget forecasting, control and analysis of CSR for next level strategy and operation. Lead the internal team & channel partners for business development in terms of planning & execution to generate revenue & new business. System & process development in terms of execution & operation of business plan. Data management & analysis for utilization of opportunity for business enhancement.

Additional – Regional marketing, merchandising & operational development & balance maintenance. Competition analysis for introduction of new range as per market demand from time to time. Handling channel partners & internal team for ATL/BTL Activation, promotional activity, consumer contacts & events. Establishment & balance development of infrastructure in terms of overall operation for internal team & business associates.

Achievements :- Development in advance professional skills and personality. Several conversion of previous un-productive lead of the organization into new business to generate revenue.

Godfrey Phillips India Ltd. – Kolkata; From April'2011 to April'2016. (5 Years)

Asst. Manager – Gr : II/Sr. (Tobacco & Confectioneries) For West-Bengal, Orissa, Bihar, Jharkhand & North-East.

Responsibilities :- **Basic** – Lead the assigned team and channel partners for regional marketing & promotional activities to develop brand awareness along with merchandising, fabrication & installation to enhance visibility. Budget forecasting, utilization & cost control.

Additional – Sales & distribution development project & task force operation to drive sales volume. Data management & analysis for utilization of opportunity to enhance marketing & distribution. Training to internal team & channel partners to enhance system & process for sales.

Achievements :- Due to high annual appraisal for continuous 3 years, got promotion to next level (Sr.) along with the additional responsibility of marketing and training for entire east.

The Himalaya Drug Company. – Kolkata & Bihar From July'2008 to March'2011. (2 Years & 7 Months)

Sales Officer – (Consumer Product) For South Kolkata & Northern Bihar both retail & wholesale.

Responsibilities :- **Basic** –Channel partner & sales team handling for sales & distribution development in retail & wholesale for primary & secondary achievement. Responsible for the CSG & Brand outlet.

Additional – Marketing & merchandising development project. Training and development to beauty adviser to drive volume. Data management & analysis for advance sales planning.

Achievements :- Due to remarkable performance in Kolkata retail, wholesale & CSG channel, with-in 1 year got the opportunity to develop North Bihar (Last zone in branch in terms of volume). The desire volumes were achieved by next 1 year and create a bench mark in entire Bihar.

Bajaj Allianz GIC Ltd. – Kolkata From September'2006 to July'2008. (1 Year & 10 Months)

Sr. Executive – Direct Marketing GIC For Kolkata City.

Responsibilities :- **Basic** –Direct marketing for GIC product including team and channel partner handling

Additional – Brand promotion, events & data management (Including acquisition). Consumer contacts program & events planning & activation.

Achievements :- Built up an independent team of fresher's for small scale business to increase consumer.

Add-Mag Marketing. – Kolkata From February'2005 to September'2006. (1 Year & 7 Months)

Jr. Executive – Marketing & Promotion For Kolkata City.

Responsibilities :- Lead the marketing team for promotional activities & Events. Supervision & Back-end Operation.

Achievements :- Built up the best & biggest promotional team. Lead the maximum project in the group.

Conzern Info-Tech Ltd. (HCL Dealer) – Kolkata From February'2004 to February'2005. (1 Year)

Sales Executive – (Computer & Laptop) For corporate & in-shop sale.

Responsibilities :- Sales & promotion in corporate sector along with sales support to in-shop. Business generation.

Educational Qualification & Language Known.

Education:- **Basic** – B.Com Graduate.

Professional – Diploma in advance soft-ware technology.

Language :- **Speak** – English / Bengali / Hindi.

Read & Write – English / Bengali.

Personal Information With Signature & Date.

Self DOB & Place: - 22 – May' 1980, Kolkata.

Self-Nationality & Religion: - Indian & Hindu.



15TH September'2022.