

## **SANJAY DEY**

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26 years' experience in account management, business development & strategic planning across regional domains. Assignments in Profit Centre Operations, Channel management in growth oriented organizations.

**In quest of senior level assignments in Sales / Channel Management / Territory Management / Relationship Management & Team Management with a reputed organisation.**

### **Career Synopsis.**

Result-driven professional having over **26 years** of experience in the areas of Territory Management, Channel Sales & Distribution, Business & Marketing Development, Client Relationship Management, Product Management, OEM & supply chain development. Also remained in CHANNEL sales / distribution & client / team management...

Presently working with OSRAM LIGHTING (GERMAN MNC) as a REGIONAL SALES HEAD for trade channel sales & distribution & Commercial / Project for NORTHERN / CENTRAL & EASTERN REGIONS in INDIA...

Remained with UROSTAR MANUFACTURING LTD (HQ GROUP), as NATIONAL SALES & MARKETING HEAD for LED / TRADE & COMMERCIAL LIGHTING

(In Channel Sales & Distribution / Commercial & Project Development for PAN INDIA along with NEPAL & BHUTAN).

Prior to that, I remained with BAJAJ ELECTRICALS LTD - LIGHT BU as ASST GENERAL MANAGER. PERFORMED STRONGLY IN ALL PARAMETERS & DELIVERED ALL INDIA HIGHEST GROWTH IN LIGHTING – BU TRADE CHANNEL SALES & DISTRIBUTION.

Contributed to the growth of the organisation with system / process & establishment of LUM –BU with new opportunities / market launching & product placement.

Also I remained with Philips India Limited (Lighting), and had the honour of being adjudged the Best Performer (Provided highest channel appointments & minimised the distribution gap & given highest fresh channel appointment & some key projects)

Worked with TOP P & I CHANNELS for GOVT SECTOR & strongly performed along the P & I

Remained with LIQUOR TRADE, HOUSE OF KEDIA and performed strongly in retail, BOND development, participation, scheme implementation & BOND wise growth and collection.

### **I possess.....**

- ☐ Rich skills in devising and implementing strategies for ensuring successful running & management of operations and expansion of business.
- ☐ Significant experience in sustaining customer relations, key account development, administration, market analysis, development of new products in line with market trends.
- ☐ Possess strong communication, interpersonal, team building, negotiation, presentation and analytical skills.

Possess the ability to think out of the box, and contribute ideas towards achieving operational excellence.

## Chief Deliverables

### Key Competencies

Strategy Planning / Execution

Territory Operations

Business Development

Sales & Marketing

Key Account Management

Relationship Management

Revenue Administration

Product Management

Product Promotion

Channel Management

Team Management

- ☐ Overseeing business operations in assigned territory with profit accountability. Forecasting monthly / annual sales targets & executing them in a given time frame.
- ☐ Providing a growth-driven environment to the team and sustaining well-planned initiatives for performance management, appraisal and training of associates.
- ☐ Charting out new paths for ensuring long-term revenue growth and maintaining relationships with customers to achieve repeat / referral business.
- ☐ Tapping new markets and coordinating with channel partners to penetrate these segments to expand business & generate income.
- ☐ Developing marketing budgets and ensuring optimum utilisation of funds in the execution of marketing activities.
- ☐ Driving sales strategies for attainment of periodical targets with a view to optimize revenue from primary as well as secondary sales.
- ☐ Spearheading market intelligence activities for ascertaining market trends, influences and competition. Utilising market intelligence information for future decision-making & strategic business planning.
- ☐ Implementing sales promotion and market development initiatives.
- ☐ Handling new product launches and ensuring sustained promotion to build revenues and expand sales.
- ☐ Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.

### Business Skills:

**Strategic Business Planning:-** Establishing strong exceptionable strategies for achievement of top & bottom-line targets. Planning, developing / enhancing system & distribution capabilities driving high execution standards at the market place to drive share gains and excelling in achieving volume set targets, and obtaining regular feedback on competition activities.

**Sales & Marketing:-** Managing sales and marketing operations, ensuring accomplishment of set business objectives, meeting the ever-increasing competition from organised and unorganised sectors. Leading marketing operations team to plan and execute specific marketing activations at the channel / outlet level, to aid tertiary sales and drive customer pull towards the brand.

**Business Development:-** Formulating strategies & reaching out to the unexplored market segments / customer groups/unconventional channels for business expansion by organising campaigns and developing grass root sales network for sustainable business growth.

**Channel Management:-** Identifying & developing channel partners for achieving business volumes consistently and profitably. Guiding the channel partners in acquisition of new accounts and managing existing accounts through marketing and business initiatives.

**Team Management:-**

- Leading, mentoring & monitoring the performance of the team to ensure efficiency in operations and meeting of individual & group targets.
- Creating and sustaining a dynamic environment that fosters development opportunities.

**Managerial Skills:-**

- A leader with exemplary communication and interpersonal skills.
- Ability to collaborate with staff at all levels and work under pressure.
- Visible decision making ability with execution to conclusion capability.
- Ability to conceive and implement new concepts and SOPs (Standard Operating Principles) to monitor and cut down costs in various admin verticals.
- Developing budgets & annual plans to manage things as per organisational needs & parameters

**Commercial Functions:-**

- Managing procurement of equipment, stationary etc. Through a reliable vendor base.
- Governing inventory of material; implementing best inventory procedures to enhance storage conditions and usage as well as reduce expenses & wastage.

**Material Management:-**

- Carrying out Inventory management & replenishing of stock items.
- Conducting Inventory analysis A/B/C, lead time, vendor rating and development with regular inventory verification of stock items. Carrying out Inventory management of commodities.
- Governing the inventory function so as to curtail inventory-holding expenses and adherence to the minimum inventory level to minimize wastage.
- Conducting regular audits to ensure that materials received from vendors conform to pre-set quality standards; analysing rejections and taking corrective actions.

**Logistics Operations:-**

- Coordinate with the Couriers, carriage Agents, C&F Agents, Customers and other external agencies and ensure timely clearances and cost effective transport solutions.
- Monitoring transporters, ensuring on time delivery & transit norms & analysing the loss in transit and undertaking measures to control the same.

**Cost Saving Initiatives / MIS:-**

- Efficiently using inventory management system and procedure for effective stores management and inventory control for ensuring ready availability of materials to meet the sales targets.
- Implementing inventory control measures to reduce obsolete stock keep tab on slow-moving items and achieve reduction in inventory management cost.
- Formulating MIS reports relating to material management, Cost savings / vendor Quality assurance operations & transmitting them to the top management for facilitating the decision making process.

**Client Relationship Management:-**

- Ensuring customer satisfaction by achieving delivery & service quality norms.
- Maintaining cordial relations with customers to sustain the profitability of the business.
- Providing value added customer services by attending customer queries and issues.

### **Significant Contributions:-**

- ✓ Credential of successfully maintaining 14% growth over the previous year in BAJAJ ELECTRICALS.
- ✓ Has continuously achieved targets & given growth in all parameters for last 24 years along all verticals.
- ✓ Instrumental in creating Eastern Region No. 1 Distributor at Siliguri in 2003-04 in PHILIPS.
- ✓ Developed UROSTAR LED LIGHT business policy, product alignment & channels in PAN INDIA.
- ✓ 100 percent growths in sales in Bhutan and Sikkim.
- ✓ Successfully appointed 14 NEW CHANNEL PARTNERS for better TELECOM DISTRIBUTION & ensured month after month growth during my stint in Reliance. Also contributed to the growth of WIN & EXISTING TOWNS month after month & also developed all distribution channel partners, SOGA & team members.
  - \*PHILIPS INDIA LTD- Honour of being adjudged the Best Performer for 2000, 2001, 2002, 2003 & 2004 in terms of Growth in Eastern Region & awarded with individual performance pay in 2000, 2001, 2002, 2003, 2004.
  - \* Bajaj Electricals Ltd- developed 56 distribution channel partners & team with system & process.
  - \*GOLY maintained 14%-CAGR 13% & increased 4% market share in ER Bajaj Electricals Ltd
  - \*Bajaj Electricals Ltd- established SVELITE ELECTRONICS fittings & consumer Lum Segment with quantum leap.
  - \* All INDIA highest growth with channel correction in 2017-18 in OSRAM LIGHTING.

### **Employment Scan**

#### **OSRAM LIGHTING PVT LTD:**

Working as a Regional Sales Head for Trade Channel & P & I Channel Development

Area: Northern, Central & Eastern Regions

Team: 04 ASM

Period: Since MAY'17

#### **UROSTAR MANUFACTURING LTD (HQ GROUP):**

\* Position: National Sales & Marketing Head (Lighting Channel Sales & Distribution / Commercial Lighting & Project / Product Development)

\* Area: Northern, Central, Western, Southern & Eastern Regions & NEPAL / BHUTAN

\* Team: 02 Regional Sales Manager & 12 sales Officer

\* PERIOD: APRIL'16 TO MAR'17

#### **BAJAJ ELECTRICALS LTD:**

\* Position: Assistance General Manager (Primary / Secondary Lighting Channel Sales & Distribution / Commercial Lighting & Project Development & Depot / Stock Management)

\* Area: EASTERN REGION, NEPAL, BHUTAN & PORT BLAIR

\* Team: 04 Area Sales Managers, 12 sales officers, 16 LAS & 01 MIS

\* PERIOD – MAY'12 TO MAR'16

#### **RELIANCE COMMUNICATIONS:**

\* Position: MANAGER SALES (ROWB CLUSTER LEAD) – (Channel Sales & Distribution, Store Management & Marketing, Operations)

\* Area: REST OF WEST BENGAL & KOLKATA

\* Team: 04 Managers, 18 Sales officers

\* PERIOD: SEPT'07 TO APRIL'12

**PHILIPS INDIA LTD:**

- \* Position: DEPUTY SALES MANAGER – (Channel Sales & Distribution / Dealer Management & Project Operations)
- \* Area: NORTH EAST, NORTH BENGAL, SIKKIM & BHUTAN
- \* Team: 04 Sales officers & 06 LAS
- \* PERIOD: FEB'98 TO AUG'07

**HOUSE OF KEDIA LIQUOR DIVISION:**

- \*Position: ZONAL SALES MANAGER (Bond / Retail / BAR & Excise Management along with Market & Team Development)
- \*Area: NORTH EAST / WEST BENGAL
- \*Team: 03 Sales Executive & 05 Merchandiser
- \*PERIOD – SEPT'92 TO JAN'98

**Educational Credentials:**

- B.Sc from Guwahati University in 1992.
- H.S from State Board in 1987.
- HSLC from State Board in 1985.

**INSERVICE COURSES:**

- MDP 1 & 2 Training from PHILIPS INDIA LTD successfully completed in 2001 / 2002
- BLACK BELT-On peaking course successfully completed from PHILIPS INDIA LTD  
Retailing & placement of the products in secondary channel, training course completed from PHILIPS INDIA LTD. (UNDER THE ABLE GUIDANCE OF INDONESIAN TEAM)
- TEAM WORK course completed from Philips India Ltd.
- QIT-project on market & products growth (TOOLS-MEDIC)
- 3-G & MNP Course in telecom, Distribution & Sales Planning.  
ATTENDED SIR SHIV KHERA CLASS ON LEADERSHIP & MANAGERIAL SKILL.  
ATTENDED Mr. KAPIL DEV (CRICKETER) MOTIVATION CLASS  
SUCCESSFULLY COMPLETED GLOBAL TRADE COMPLIANCE IN OSRAM

**Personal Details:**

Date of Birth – 14th November'1968

Permanent address: EKTA HEIGHTS-BLOCK 4, FLAT # 8 D-56 RAJA S.C MULLICK RD, KOLKATA-32 -WB

Languages Known: English, Hindi, Bengali, Bhojpuri, Nagamese and Assamese.

Regards

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