

H.T.PRASAD RAO

Sales head



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D.O.B.: 08th September 1980

Career Objective

Provide value addition to the field of marketing / Sales & to reengineer the process by the rich experience and knowledge of various sectors that I have been fortunate to explore and through constant passion for innovation and creativity .

Additional Skills

Strong communication & Interpersonal skills, relationship management
Strong Marketing & presentation skills

Work Experience

May 2022 – Current
Bira91 (B9 Beverages Ltd)

- On premise head Bangalore
- Heading team for on-premise Bangalore
- Channel portfolio mix (star hotels, high energy pubs, clubs, fine dine restaurants)
- Stock allocation, preparing dispatch plan,
- Increased volume growth of 25% in Kegs
- Launched Cider in Bangalore, sampling, promotions

April 2019 – April 2022
SDU winery pvt ltd

Sales head- Institutions

- ♦ Heading Karnataka State – Institution/Key accounts
- ♦ Major regions handling are Bangalore, Mangalore and Mysore region
- ♦ Pre Covid recorded volume growth of 32% and market share increased by 25%
- ♦ Primary and secondary stock allocation
- ♦ Increasing WOD and penetration in existing outlets
- ♦ Being in constant touch with the ASMs and monitoring follow up on their DSR and PJP and scheme/spend monitoring

Aug 2016– April 2019
John Distilleries pvt Ltd

Marketing Manager & Sales (Area sales Manager – Key accounts)

- ♦ Relaunched Black Pelican fine whiskey & Launched Original Traveler premium Whiskey. Ensuring my team has proper coordination with various teams i.e. the excise, purchase, packaging, sales, creative agency, and vendors.
- ♦ Handling Key accounts sales for BIG BANYAN WINES & PAUL JOHN SINGLE MALT WHISKEY.
- ♦ Custodian of 145 accounts in the central Bangalore

Jun 2013 - July 2016 Aspri
Spirits Pvt Ltd

Manager Key accounts - Manager Sales (Bangalore)

- Handling all 5 Stars and Key Accounts of Bangalore comprising of 70% of premium outlets, more than 30% of company's wine sales & 40% of spirit sales in Karanataka.
- Completed WSET level 2 ((Wine & Spirit Education Trust) training with first class merit and continue to exploit this learning with its application in market place

Oct 2009 - Jan 2011
United Spirits Ltd - UB
Group

Trade Marketing Manager - Heading MAHARASHTRA & GOA

- Implementing All "Below the Line" Marketing Activities
 - for All product forms
- i.e. Whiskey, Vodka, Rum, Gin.
- Strategic Installation of Signage And Also "In-shop" Branding in high salience outlets of Brands like Black Dog, White & MacKay, Antiquity & Antiquity Blue, White Mischief, Romanov, Bagpiper.
- Re-launched White Mischief Vodka, McDowell's Rum new bottle , Launched McDowell's no 1 Platinum whiskey (in Western Maharashtra)

July 2007 - Sep 2009

Macloeds & Concept
Pharmaceuticals

Marketing executive & Marketing Manager

- Launched A new Cardiac Specialty Division - (ZECURE) Involved in Sale &Marketing of Anti hypertensive & Cardiovascular Market.
- Launched Etizolam (First time in India Brand Name : Etizola), Olmesartan+ Amlodipine (First time in India Brand Name : Olmesar-A) And Metoprolol Succinate ER (Brand Name : Metomac).

Education

-2007 - MBA

- Marketing -
- SIES college of Management Studies - Mumbai

- BIOCON
- Involved in Supply Chain Management the Enzyme segment of Biocon. Involved in Marketing & sales of enzymes to the Breweries. & Sugar industry

2005 - M.TECH

- Biotechnology
- - Dr.D.Y. Patil Institute of Biotechnology & Bioinformatics Navi Mumbai

- In Vitro Propagation of Acorus CALAMUS Linn, Plant Tissue Culture

2002 - B.Sc

- Chemistry-
- Mitibai College of Science, Mumbai University Vile Parle, Mumbai

- Dr. Reddy's Laboratory
- -3 Mts-

Awards, Hobbies & Languages known

1. Professional training in Mridangam for over 20 years, Professional training in Karate (Belt:-Brown II), have given recordings At All India Radio, Advertisements And Recordings etc.
2. Winner of the Classical Instrumental (Percussion-Mridangam) in University of Mumbai,
3. English, Kannada, Tulu, Hindi, Tamil, Marathi

I hereby Affirm that the information in this document is accurate And true to the best of my knowledge

Date:

Signature: