

GEETA SHARMA

ASSISTANT MANAGER - DEMAND PLANNING

Versatile, high-energy, scaling new heights of success and leaving a mark of excellence in executing large-scale projects which involve analytical capabilities and professional growth; targeting assignments in Demand Planning, SCM, Inventory Management, Production Planning



DEMAND PLANNING

DEMAND FORECASTING

INVENTORY MANAGEMENT

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DOB: 22-Feb-1989 | Languages: English, Hindi

- **Rising Manager, offering over 7+ years of experience in Supply Chain, Order planning, Inventory Management, Demand Planning and Forecasting.**
- A **strategic Demand planner** with proficiency in suitable implementation of metrics for standard **forecast** accuracy and metrics to determine root cause of forecast error.
- Performance Management - establish targets for Key Performance Indicators (KPIs) track performance, and take actions to improve.
- Handle operations of multiple areas of **SCM** which includes Demand Planning & Forecasting, Inventory Management, Resource Management and Logistic Management, 3PLs, 4PLs and focus on maximizing Service Level, Cycle Time, & On Time performance
- **Highly skilled in building relationships with business stakeholders & leadership teams** across geographies & departments; presenting changes, issues, risks and contingency plans to balance inventories and resources
- Support the development of **Demand Management systems** and Continuous improvement initiatives
- Manage supply issues and develop alternative plans where **delivery schedules** cannot be improve.
- Gained **international exposure** by coordinating with clients in different geographies like Europe, Asia, US, UAE, IMEA
- Strong business acumen and good knowledge in reporting tools (such as OMP, SAP, Plan Visage, Excel)
- Good time management especially in submission of reporting to meet the Deadline, a strong sense of accountability and attention to detail
- Strong **analytical** and **problem-solving skills** in addition to effective decision making skills and excellent attention to detail
- Ability to quickly gain knowledge, understanding or skills and is willing to learn

Technical Abilities:

- Advance Excel
- Plan Visage, SAP, ERP
- Predictive Analysis – Regression, Time Series Analysis, Multiple Regression, Anova
- Tableau
- Power BI

Core Competencies

Demand Planning and Forecasting

MRP, Supply Planning

Inventory Management

Warehouse Management

Order Management

Supply Chain Management

Team/Stakeholder Management

Education



Master's in Business Administration (MBA) – FULL TIME
from APJ Abdul Kalam University
Noida in **2010**



B.Sc. from Bundelkhand University,
Bundelkhand, UP in **2008 (FULL TIME)**



Higher Secondary Education from UP Board, in 2004 (FULL TIME)



Secondary Education from UP Board, CBSE Board, in 2002 (FULL TIME)

Soft Skills:

- Decision Making
- Problem Solver
- Critical Thinking
- Team Player
- Communicator
- Analytical

Work Experience

Dec'21 – May'22 with Welspun Global Brand, as Assistant Manager- Demand Planner

Key Result Areas:

- Generate **statistical forecast** in Microsoft Excel/Plan Visage for rolling 12 months.
- Collaborate with multiple function stakeholders in Demand Review meetings to derive a consensus demand plan.
- Monitor sales at various depths of granularity (product/customer/frequency) and track forecast accuracy and bias in the forecast.
- S&OP - Data collation for **S&OP**, actively drive multi-stage S&OP process and integrate with Demand planning process.
- Drive the S&OP process within the leadership team and make sure that its timelines are properly followed and respected by key stakeholders which enables to make well-informed decisions with high sales plan stability.
- Coordinate demand for new products, product changeovers, and consumer promotions in line with Marketing plans so as to ensure meeting the Volume, Value, and Profitability targets of the Company.
- Maintain planning tool's integrity and ensure that planning tools deliver value in the integrated planning process with continual improvement.
- Derive Production **Net Requirement for the Production Planning** Process in co-ordination with Category and Plant team
- Evaluate excess inventory situations and work cross-functionally to develop consumption or liquidation plans.
- Analyse Warehouse inventory levels and monitor stock aging and month of supply.
- Coordinate and communicate with different stakeholders in the supply chain to ensure compliance with supply plans and meeting the Supply Chain objectives.
- Strong hands-on experience in MS Excel and creating **KPI-driven** SC reporting and analytics in MS Excel.
- Knowledge of Statistical Mathematics, Strong analytical, problem-solving, collaborative, and influencing skills.
- Experience in working with a forecasting software system SAP, ERP, PlanVisage, Power BI or equivalent.

Work Experience

Jul'18– Jan'20 with Roquette India Pvt. Ltd., as Associate Demand Planner, Jul'18-Aug'19 on Payroll of Randstad India Pvt. Ltd. As “Associate Specialist”.

Key Result Areas:

- Create and manage **Demand Forecasts** for **supply procurement, & distribution** with Global Sales Team and Finance Team
- Develop **short- & and longer-term demand forecasts** to assist business management in the development of business and sales plans
- **Generate Product Category Forecast based on demand from customers** arranged by Product management and ensure overall forecast is in line with company targets
- **Performance Management** - Establish targets for **Key Performance Indicators (KPIs)** track performance, and take actions to improve
- Develop and publish **key forecast accuracy metrics**. Analyze data to identify potential sources of forecast error. Develop action plans to improve performance.
- **Cross-Functional Teamwork** – Work with **Corporate Logistics, 3PLs**, and other functions within the business to improve supply chain performance
- **Manage issues raised during the SCM lifecycle** by organizing demand forecasts received from Sales Teams and coordinating with relevant stakeholders.
- Manage supply issues and **develop alternative plans** where delivery schedules cannot be improved
- Perform daily **Sales Order Management activities** to **maximize Service Level, Cycle Time**, and on-time **performance**

- Review **daily activities of the warehouse**, including quality assurance, inventory control, space management, logistics, and floor productivity, shipping, and customer service.
- Part of **continuous improvement team** in order to improve the **forecasting accuracy of demand planning processes** and **system** development and maintenance.

Work Experience

Sep'15 – Jan'17 with Shangrila Corporate Services Pvt. Ltd., as Sr. Executive Compliance

Key Result Areas:

- Ensure **Business Process is in Compliance** and in line with standard parameters and regulations.
- Manages day-to-day operation of the Program.
- **Collect and Validate client documentation** for issuance of IEC, RCMC, Digital Key, SEIS, SFIS, and other incentives.
- **Act as an independent Review and Evaluation body** to ensure that **compliance** Issues/concerns related to clients are being appropriately evaluated, investigated, and resolved
- Conducting team meetings and providing feedback to top management for further fine-tuning of strategic initiatives for effective implementation
- **Mentored and trained new members in the team** with process, protocol, and entire life cycle
- **Comprehend the “Foreign Exchange Earning” of clients** and advise them with **suitable scripts** and the process of **receiving incentives** from Govt.
- Generate **Compliance Operation and Progress reports** for Senior Management
- **Coordinate with Directors and Sr. Management** for High-Risk Issues or Areas of Concern.
- **Facilitate Clients** to deal with any obstacles or discrepancies regarding incentives from the government
- Following up with **regional authorities of Govt.** for applied applications.
- **Account Management** of records of each client records.

Work Experience

Sep'13-Oct'14 with Toyota Tsusho India Pvt. Ltd., as Officer Order Management

Key Result Areas:

- Gather and Analyze Customer requirements related to Production and order from supplier.
- Management of Inventory/Order Planning on the basis of **N+3 calculation**.
- **Inventory Entry/out record keeping in SAP** and issuance of GRN.
- **Liaison with Supplier, Forwarder, CHA**, and Transporters on shipment dispatches.
- Checking all export/import documents and ensuring timely submission of documents to the Bank.
- Liaison with banks/financial institutions, freight forwards/shipping lines/Airlines/FTWZ/SEZ etc.
- **Negotiation of freight rates with CHA**, Checked and passed CHA bills pertaining to Export and Import.
- Evolve strategies for cost reduction, and on-time performance and adhere to all regulatory compliance.
- Ensuring the efficiency and effectiveness of Import and Export.
- Visit every customer with prescribed time tenure in order to understand the accuracy for requisition.
- Calculation of provisional custom duty for each year.
- Prepare matrices for zero loss vs. huge loss and find the root cause.

Work Experience

May' 2013 – to Sep'13 at India Seah Precision Metal Pvt Ltd as Executive –Overseas Purchase.

- Prepare Budget vs. Actual for every shipment
- Drive Forecasting Report for Monthly Custom Duty Payment.
- Acquire Quotation from various agencies for FCL/LCL & Air shipment
- Call for CAPA, MSDS, and ROHS if any discrepancy raised in items.
- Purchase Item on LME basis hence fix LME and then call for all require documents i.e., Commercial Invoice, Packing List, Bill of Lading, Certificate of Origin, Material Testing Report.

- Get Quotation from Overseas supplier accordingly, compute the final terms and releases Purchase Order and acquires Sales Confirmation from Supplier.
- Making Comparison and negotiate with all and finally release the confirmation after consent with Director.
- Perform all the custom related compliance i.e., duty payment, submission of correct document, solution of any query raised.
- Form all the significant reports i.e., Custom duty forecast report, Ageing Inventory, Inventory report, M+1 Parts reports.

Work Experience

Feb' 2011 – Jan'2013 at New Holland Fiat India Pvt Ltd as Licensing Executive – Purchase on payroll of Corporate Impex Pvt. Ltd.

- Handling of License including EPCG, Advance License.
- Coordinating with Clearing agents and Consultants for licensing activities for all High Value imports.
- Arranging all documents required for claiming back Terminal Excise Duty (TED) Refund from DGFT in case of Domestic shipments.
- Coordination for registration of license at port after issuance of the same.
- Follow-up with vendors for timely deliveries.
- Managing Vendor relationship & resolving dispute.
- Apply in Excise department for Verification of Machines and issuance of Excise Certificate.
- Keeping track of export shipments for fulfillment of export obligation in license EPCG
- Filing application to DGFT Authority for closure of licenses once export obligation is done.
- Coordinating with User for Work completion cert. for Capital Equipment's procured under EPCG for processing verification and issuance of Installation Cert. from Central Excise Dept.
- Preparation of Purchase Orders in ERP System
- Preparation of monthly MIS Report as well as Presentation to MD.

Certifications –

<https://olympus.mygreatlearning.com/courses/68453/certificate>

<https://olympus.mygreatlearning.com/courses/30824/certificate>

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