

Wasim Saiyad

MBA (Marketing) + B. E. (Computer Engineering)
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PROFESSIONAL PROFILE

Channel sales management professional with five years of experience in beverage industry, with proven track record of developing new business and motivating a team to consistently exceed targets.

PROFESSIONAL EXPERIENCE

Working as Team Leader - channel sales in Hindustan Coca-Cola Beverages Pvt. Ltd from Jan-2014 till today. (location:- Ahmedabad)

Responsibilities:

- Handling distribution network in west Ahmedabad
- Managing team of sales executives & market developers
- Driving vertical growth by initiating channel specific activities
- Driving multiple channels of growth
- Driving market share
- Sales data analysis & planning for delivering inclusive growth
- Market Intelligence analysis (Competition tracking)
- Execute BTL activities
- Manage DME spends effectively for generating profitable business

Worked as sales executive in Hindustan Coca-Cola Beverages Pvt. Ltd. from Jan-2012 to Dec-2013. (location:- Ahmedabad)

Responsibilities:

- Handling distribution network in east Ahmedabad
- Driving sales volume targets
- Driving key process parameters for business growth
- Business development

Achievement:

Ranked 4th as best sales person in India for the year 2013.

EDUCATION QUALIFICATION:

Master of Business Administration (Marketing & IT) – First Class (June 2011)
S.K. Patel Institute of Management & Computer Studies (Kadi Sarva Vishwavidyalaya, Gandhinagar)

Bachelor of Engineering (Computer) – Distinction Class (June 2009)
S.K. Patel College of Engineering (H.N.G.U., Patan)

PERSONAL DETAILS:

Full Name	:	Wasim Murtujamiya Saiyad
Date of Birth	:	13-11-1987
Languages known	:	English, Hindi, Gujarati
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