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**PHENOMENAL REVENUE GROWTH | BUSINESS LAUNCH AND TURNAROUND | INDUSTRY LEADER**

**STRATEGIC PLANNING ~ SALES ~ MARKETING ~ LAISIONING SKILLS ~ DISTRIBUTION OPERATIONS ~ P&L (CONSTRUCTION INDUSTRY- CEMENT/STEEL /READY MIX CONCRETE - RMC)**

25+ years of experience; Take charge leader who quickly overcomes profit and growth challenges, leveraging entrepreneurial drive and market acumen for success in new market ventures/establishments.

**Signature Strengths:** Art of Selling | Sales Performance | Growth Leadership | Goal Realization | Strategy & Measurement | Client Focus | Leadership | Relationship Building

**Domain Expertise:** Steel Pipes, Cement, Fertilizers, FMCG, Tyres

**CAREER – AT A GLANCE**

**Dynamic business savvy** professional with verifiable year-after-year success in achieving revenue, profit and business growth objectives within turnaround and rapid change environments; recognized for streamlining business operations while serving as a catalyst for growth and expansion, quickly restoring forward momentum and boosting up revenue. **Marketing leader** with success in translating business concepts and marketing strategies into bottom-line results in sales revenue growth and customer loyalty.

* **A significant record of** innovative success for well-defined marketing and product management with the capacity to identify and align customers’ emerging needs with products and services.
* **Pivotal in improving** customer engagement with the product through focused market research and using the resultant analysis to devise the future product roadmap.
* **Proven record of** forging strategic alliances and partnerships with leading players in the industry towards business expansion, consolidation, profit generation and sustainable organizational structuring.
* **Expertise in** market analysis for finding the scope as new entrant, assessment of competitor information to design preemptive business strategy to counter competitor’s market presence.
* **Widely traveled** with a powerful network of business contacts (Govt bodies, opinion leaders, corporate customers, business associates) which can be tapped for new leads and techno-commercial negotiation advantages.

**My forte includes:**

* Extensive industry specific knowledge, competence to prospect, identify and qualify new business opportunities and a track record of 100% client retention as well as new client acquisition leading to revenue generation for the company.
* Keen business acumen in analyzing and understanding business requirements, customer-value maximization and developing new business processes and revenue streams.
* Develop new/ emerging markets, lead core teams in new set-ups, product segment or business verticals in sales & marketing.
* Driving high-value revenue and profit plans, large scale cost savings, building prolific strategic alliances, and improved organizational productivity and performance.

**EXECUTIVE HIGHLIGHTS**

* **Effective and accountable in high-profile executive roles:** Adept in managing business operations with focus on top-line & bottom-line performance; highly successful in driving profit gains as well as improving organizational performance.
* **Experienced & highly skilled in new set-ups:** Has demonstrated excellence in conceptualizing the business-model, formulating & implementing the project, business plan, strategies, policies, financials etc.
* **Business strategy & business development specialist:** Demonstrated excellence in determining & formulating policies and business strategies and providing overall direction of business. Adept in planning, directing and coordinating; highly successful in driving revenue and profit gains by establishing large accounts and strategic partnerships.
* **Strong orientation in operations:** Built solid track record of successful rollout, management and turnaround of fortunes through astute planning; spearheaded multi-faceted functions Operations, General Administration, Human Capital Management, Corporate Communications and Training & Development; proficient in analyzing financial results and implementing effective mechanisms to mitigate business risks.
* **Respect and leverage human capital:** Expertise in building and motivating large cross-functional teams that well exceed corporate expectations; innovative and results-driven manager focused on achieving exceptional results.
* **Relationship with top end stakeholder/consultants:**Building and maintaining relationships with valuable/top-end stakeholders and external partners.

**EMPLOYMENT CHRONICLE & PERFORMANCE BENCHMARKS**

APL APOLLO STEEL TUBES LIMITED Aug’19-Present

**Head – Business Development & Marketing**

* **Ensuring PAN India product specifications** thru Consultants, EPC Contractors, Engineers Association& All available Platforms.
* **Actively addressing** consultants,Influencers,top-end stakeholders, Indian railways, Urban Development, Bureucrats,Aviation,Metros,Municipal corporations,Reality,State Irrigation Departments, CPWD Etc.
* **Roping in** new customers, overseeing product executions with new customers, liasioning with all relevant stakeholders as well as ensuring strategic participation @relevant events, including sponsorship.
* **Meticulously facilitating** Sales team for conversions, negotiations with end customers, trade shows, developing media relations | facilitating interviews of top management with media and various ministries etc.

MAHARASHTRA SEAMLESS LTD (A group company of DP Jindal Group) April’18-July’19

**Head – Business Development & Marketing**

* **Developed smart cities** along with developing strategic relationship with top infrastructural companies in the country as well as liasioned with top consultants, including EPC, Oil & Gas, and Urban Infrastructure.
* **Managed the strategic visibility** to the Brand along with various marketing initiatives as well as media, connecting with govt downstream customers.

3M (SHEETING DIVISION), GURGAON July’17-April’18

**Vice President – Marketing & Business Development**

* **ProductFeature:** It has its application in the construction space (Building Material Space).
* **Key Clientele:** NHAI, PWD, CPWD, Top Infrastructural Construction Companies (L&T, Gayatri Engineering, Sadbhav Engineering, Afcons, Ashoka Buildcon, Railways, Tata, Siemens.
* **Primarily focusing on** Sales, marketing, branding, liasioning with top stakeholders including high-end consultants, project directors, PMC etc.

**JINDAL GROUP | MAY’07-NOV’12/APRIL’13-SEPT’16**

JINDAL STEEL & POWER LTD. (OP JINDAL GROUP), RAIGARH, CHHATTISGARH April’13-Sept’16

**DGM- Cement Division**

* **Handled business value** worth INR 1.5 crs per month and **raised up the revenue**upto worth INR 28.5 crs within 2 years on a consistent basis.
* **Successfully increased** the capacity from 3000 Tons to 60,000 tons within 2 years with the help of team 25 to 30 members.
* **Recognized & promoted** from AGM to DGM within 2 years
* Took the onus of **taking care of** Marketing Support Department for managing a brand-named Jindal Panther Cement

JINDAL PIPES LTD. (DP JINDAL GROUP), GURGAON/DELHI May’07-Nov’12

**GM-Business Development**

* Credentials of **increasing** the business turnover from 559 Crores business per annum to 933 crores (i.e**. 67 % growth** in 4 years’ time.)

KAMDHENU IND. LTD, DELHI/J&KDec’02-May’07/Dec’16-June’17

**Head (Marketing- Cement Operations)**

* Played a key role in **managing company** for Contract Manufacturing and was **successful in acquiring** 3 Cement Plants in 2005-06
* **Developed a network of** 27 Distributors, 55 Authorized Stockist, 105 Accredited Retailers, Channel Partners across Haryana, Punjab, Rajasthan, UP and J&K.

INDIAN RAYON & INDUSTRIES LTD., INDORE (ADITYA VIKRAM BIRLA GROUP) Jan’98-Sept’02

**Sr. Manager (Marketing), Grasim Grey Cement Division, Delhi & Ready Mix Concrete, Delhi & Gurgaon | July’99-Sept’02**

**Zonal Manager (Marketing), Haryana | July’98-July’99**

**Zonal Manger (Marketing), MP | Jan’98-July’98**

* **Key Clientele:** Unitech & Ahluwalia Contracts (I) Ltd.
* **Drove business worth** INR 9.6 Crores/month for Birla White Cement across strongest market for the organization in the country (accounting for 55% market share)
* **Took up the challenge of** pushing the concept and championing sales of Ready Mix Concrete; **created a landmark** for the company in terms of introducing the concept for the first time in India.
* **Managed operations of** Gurgaon factory manufacturing Ready Mix Concrete.
* **Improved sales** from NIL to 6500 MT in terms of **revenue from** Zero to INR 1.10 Crores/month and in terms of **customer basefrom** 48 to 145 by 2002.
* **Merit of being** first person from outside the ‘inner circle’ of the organization to manage operations on a strategic scale.
* **Set-up** sales team **& expanded** Distribution Network/scientific mapping of entire area, for Grey Cement across assigned markets; **established** Birla Grey Cement at No. 2 position with sales of 25,000 MT per month in 1999 followed by 40,000 MT by 2002
* **Established** institutional clients in the construction sector; Grasim Cement was used extensively in 90% of the Flyovers constructed in Delhi by companies like Simplex, L&T, Gammon India, DTDC in this period.
* **Restructured price line** of the brand, leading to additional revenue of INR 50 Lakhs/annum.
* **Saved** INR 23 Lakhs/annum **by reducing** the credit cycle and the cement damage disposal process.
* Took **market share from** 30% to above 50% in a year’s time.

LARSEN & TOUBRO LTD., DELHI June’93-Jan’98

**Sr. Sales Professional (Cement Division)**

* **Recognized for giving shape** to L&T’s business initiative of foraying into Cement sector in Orissa, North Bihar and Delhi.
* **Pivotal in setting up** the brand, creating and streamlining the entire distribution network across 16 districts of North Bihar from scratch; **augmented business from** NIL to INR 32 Crores/annum during 1994-96.
* **Spearheaded business** worth INR 45 Crores in the state of Delhi; **created a massive** distribution network in the region.
* **Tied up with** Delhi Govt., for displaying L&T Cement Brand on hoardings through polio campaigns undertaken in Delhi at a time when hoardings were banned in Delhi.
* **Bagged several appreciations** for establishing brands in Orissa, North Bihar and Delhi.

SHRIRAM FOOD & FERTILIZER INDUSTRIES (FMCG DIVISION), DELHI April’92-May’93

**Sr. Area Sales Executive**

INDO GULF FERTILIZERS & CHEMICALS CORP. LTD., (ADITYA VIKRAM BIRLA GROUP), UP/BIHAR March’87-April’92

**Sr. Marketing Officer, Bulandshahar | 1988-1992**

**Marketing Officer, Nalanda | 1987-1988**

APOLLO TYRES LTD., LUCKNOW/BAREILLYOct’83-March’87

**Officer Marketing (Marketing Division)**

**ACADEMICS**

**Senior Management Programme** | IIM, Kolkata | 2009

**Post-Graduation Diploma (Marketing & Sales Management)** | Institute of Management Studies, New Delhi | 1987

**B.Sc.** | Delhi University | 1983

**Trainings Attended:**

* Blue Print for Success by International Trainer & Motivator Mr. Shiv Khera
* Managerial Assessment of Proficiency at Training House NJ, Princeton
* Customer Delight & Relationship by XLRI, Jamshedpur
* International Quality Rating Systems by DNV of Norway
* Customer Relationship Management by MDI, Gurgaon
* Curriculum for Living by the Landmark Forum, Landmark Education
* Communications- Access to Power, Landmark Education