SOMIK GHOSH

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Looking for leadership roles in Business Development, Strategic Marketing, International Business

**Location Preference:** Open to relocate;

**Compensation:** Negotiable

**Profile Summary**

* A competent professional with **9 years** of experience in:

**Sales & Marketing Business Development B2B and B2C Sales**

**Key Accounts Management Customer Relationship Management Channel Business Management**

* **Current assignment: Asianol Lubricants (QUAKER), Kolkata as Regional Manager.**
* **Previous assignments was with Castrol, Exxon Mobil and Atlas Copco in Sales/BD and Marketing roles.**
* Experienced in executing business development strategies, sales promotions and product promotion.
* Experience in implementing marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability.
* Possess excellent customer relationship management skills with ability to build and retain good business relations with customers and clients.
* Outstanding communication & leadership skills that have been put to good use in effectively resolving problems and promoting a positive work environment for team members.

**Work Experience-Industrial Marketing-Lubricant/Chemical Sales and Business Development**

**October 2014 to till date** **ASIANOL LUBRICANTS (QUAKER), Kolkata Sales Manager**

**Role:**

1. Leading the sales and marketing team of lubricants, performance lubricants, greases and related products in the industrial markets with a focus on achieving annual sales budget and profit in the existing as well as in the new markets and indirect sales channels.
2. Prepare sales revenue projection for the year and ensure that processes and efforts are in place for its achievement. Periodically analyze the variances and initiate corrective actions to close the gaps.
3. Develop strategies for market mix, products, pricing and sales.
4. Monitor market intelligence and remain abreast of all industry trends and competitions.
5. Identify key accounts and make people responsible to manage these accounts actively. Manage, monitor and track business performance of sales team in all key area/accounts. Enhance accountability.
6. Control debtors and receivables as per the company’s policy. Ensure DSO 60 days.
7. Build competent and customer oriented team by providing them support on products, training, technology and services to acquire larger market share, guidance and motivation for achievement of the set goals.
8. Identify new market opportunities and work in coordination with technical and R&D team for development of new products and their launch.
9. Get the product approval from OEMs and augment sales results.
10. Make product presentations in seminars for promotion. Negotiate and finalize deals.

**Key Clients:**

RDSO (RAILWAYS), TATA MOTORS, SAIL, HPL, BATLIBOI, TATA STEEL, TATA SPONGE, JSPL, TATA METALIKS, ECL, SECL,NCL etc.

**February 2012 to September 2014** **Castrol India Ltd., Kolkata Business Development Manager**

**Role:**

1. Business Development Manager: Speciality and Conventional Lubricants in STEEL, CEMENT, AUTO and MINING segment

in Eastern Region

2. KEY ACCOUNTS MANAGER: Metalworking and conventional EASTERN REGION

3. SALES MANAGER-OEM/SPECIALITY (TRIBOL)

**Achievements:**

* Holds the distinction of delivering highest ever volume (50% growth in Volume and 21% in Gross Margin delivered in YTD) and profitability for business as an Business Development Manager (EAST) in 2013
* Increased high performance lube business in volume and Gross Margin in key accounts (56% growth over YTD 2012)
* Played key role in implementing initiatives in streamlining service backup and appointing competent service provider for taking care of after sales activities
* Entrusted with designing a roadmap to introduce and promote the High Performance Lubes Business in key industrial accounts and areas

**Key Clients:** JSPL, TATA STEEL, ADHUNIK, ALSTOM, FLSMIDTH, OUTOTEC, CEMTEC, FLENDER, HINDALCO,

SIEMENS, IFB, HAL, NALCO, JCB, CAT, BUCYRUS, ASHOK LAYLAND

**June 2011 – December 2011 Exxon Mobil Lubricants Pvt. Ltd., Kolkata Area Manager**

**Role:**

AREA MANAGER: Developing Conventional and Specialty Lubricant Business in both B2B and B2C markets in Eastern Region. OEM development. Segment Development STEEL and MINING Dealer Appointment and development.

**Achievements:**

* Holds the distinction of getting OEM approvals for key industrial applications which led to increased productive business for the brand (20% in Vol. over YTD 2010 Delivered in 2011 )
* Played key role in initiating brand building exercise to enhance brand attraction
* Entrusted with the presentation of a segment specific know-how to the Distributors

**Key Clients:** JSPL, TATA STEEL, ADHUNIK, BHUSHAN STEEL, HAL, NALCO

**Work Experience-Industrial Marketing-Capital/Heavy Machinery Sales**

**February 2007 – June 2011**  **Atlas Copco India Ltd., Kolkata** **Senior Sales Engineer**

**Role:**

* Accountable for developing business opportunities in key industrial segments.
* Conducting application study and analysis and choosing on key deliverables.
* Preparing product &positioning strategy to suit customers.
* Attending negotiation meetings and Implementing Brand Building Activities.
* Accountable for Crisis Management initiatives.
* Increasing profitability, growth and increased retention of accounts/business.
* Arranging customer meets seminars in territory and developing price realization.
* Liable for creating new business partners through collaborative business effort.
* **Managing team of Distributors in West Bengal, Nepal, Bhutan, Chhattisgarh, Jharkhand, Orissa and sales engineers** for sales and business development in the earmarked accounts in Eastern Region.

**Achievements:**

* Steered marketing initiatives in Eastern Region through seminar, sales campaign and customer meet
* Instrumental role in increasing price realization and maintaining up to date market intelligence
* Took appropriate preventive measures against "lost business"

**Key Clients:** TATA STEEL, BALCO, ADHUNIK, BHUSHAN STEEL, ACC, F.HARLEY, HUMBOLDT WEDAG, MANAKSIA,

JSPL, JSL, NALCO, MGM, NF RAILWAYS etc.

**Academic Details**

* **MBA (Marketing)** from ICFAI Business School (ICFAI University) in 2007 and **secured 7.66/10 CGPA**
* **B.E. (Electronics & Communication)** from MCKV Institute of Engineering (Vidyasagar University) in 2004 and **secured 80.4%**
* **XII** from Jodhpur Park Boys’ School, Kolkata (W.B.C.H.S.E) in 2000 and **secured 81.2%**
* **X** from Mitra Institution, Kolkata (W.B.B.S.E) in 1998 and **secured 83.1%**

**Personal Details**

Date of Birth : 25th December 1981

Languages Known : English, Hindi & Bengali