

RAKESH KUMAR P

"Hands-on experience in driving **Sales & Marketing / Business Development / Channel & Distribution Management** functions; poised for leadership assignments with an organization of high repute"

Preferred Location: Hyderabad

 rakesh2009mba@gmail.com

 +91-9985178279



Profile Summary

- ❖ A result-oriented professional with **over 11 years** of experience in managing **Sales & Marketing, Business Development and Client Relationship Management** with **approx., INR 36 Crores of annual business across Anantapur District**
- ❖ Expertise in managing business operations and skills in determining company's mission & strategic direction as conveyed through policies & corporate objectives
- ❖ Performance-driven professional with experience of **augmenting business, penetrating new markets** and introducing new products in diversified sectors for business excellence
- ❖ Experience of managing various clients like **Penna Cements and Ultra Tech Cements**
- ❖ Proficient at leading business development, identifying & developing new markets, lead generation, client retention and achieving targets
- ❖ Strategically directed the focus of the sales force to target top competitor accounts
- ❖ Successfully **achieved 120% increase** in overall sales & gross margin and **achieved 2 Crores (mention nos./124%)** worth additional revenue
- ❖ Highly skilled in delivering outstanding business growth outcomes in **highly-competitive markets of the region by devising company's global strategy**, hiring and delegating authority to implement new policies and practices
- ❖ A keen planner, strategist monitoring lead generation, driving client retention with capabilities in accomplishing business growth on a consistent basis
- ❖ Proven skills in achieving/ exceeding targets, opening new and profitable product/services markets and setting up business operations in untapped markets
- ❖ Exceptionally well-organized with a track record that demonstrates self-motivation, creativity and initiative to achieve both personal & corporate goals



Core Competencies

Sales & Marketing

Business Strategy & Execution

Channel & Distribution Management

Revenue & Market Expansion

New Business Development

Client/ Stakeholder Management

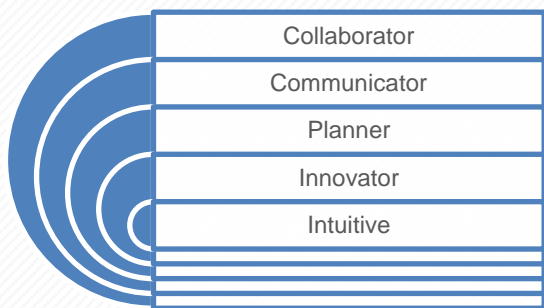
New Product Launches

Strategic Alliances & Partnerships

Team Building & Leadership



Soft Skills



Education



MBA in Marketing from PYDHA College of PG Courses, Visakhapatnam, Andhra University

B.Com. from Govt. Degree College, Tekkali, Srikakulam, Andhra University



Technical Skills

- ❖ MS Office (Excel, Word & PowerPoint) and Internet Applications



Career Timeline





Work Experience

Jul'16 – Present: Apollo Tyres Ltd., Anantapur as ABU Manager

Key Result Areas:

- ❖ Leading numerous branches like Anantapur and driving business growth in terms of value, volume and market share by introducing new marketing ideas & concepts
- ❖ Formulating sales strategies and sales plans, driving business development initiatives & action plans to penetrate new segments
- ❖ Designing successful business expansion strategies using customer & market feedback
- ❖ Conducting training programs for the contractors and painters during new products launches, re-launches, exclusive special effect paints trainings
- ❖ Interfacing with the Warehouse Team, Depot Administrator, Logistics Dept., Technical Team, Customer Service Team, Marketing Team and so on
- ❖ Establishing relations with cross-functional leaders/ key personnel in the organization for setting up priorities
- ❖ Implementing, planning and executing highly effective strategy pertaining to business operations & development
- ❖ Exploring avenues and initiating market development efforts for business growth
- ❖ Anticipating on market trends, identifying profit potential, creating value and positioning the company's products
- ❖ Mentoring & monitoring the performance of diverse, multi-cultural team to ensure efficiency in process
- ❖ Establishing alliances/ tie-ups with key players, resulting in deeper market penetration and reach
- ❖ Formulating business goals, short-term and long-term budgets and developing business plans for accomplishment of the same
- ❖ Developing & deploying quarterly and annual plans, programs and policies for managers
- ❖ Designing training modules and conducting training for the team members to achieve targets

Highlight:

- ❖ Successfully increased corporate retail grocery sales by 30% in year through executing new promotional strategies and product placement
- ❖ Implemented distribution strategy at the channel partner level and achieved sales targets for 100% products (2-wheeler)
- ❖ Enhanced sales by 40% in TBR by executing market promotional programs like Machine Activity to drive numbers
- ❖ Identified methods (2-wheeler mechanical association meet) to determine the best methods of promoting products



Previous Experience

Apr'11 - Jun'16: Asian Paints Ltd., Visakhapatnam

Growth Path

Apr'11 - Mar'13: Retail Sales - Decorative Division Officer-Level I

Apr'12 - Jun'16: Territory Sales Officer Decorative Division / Project Sales Officer Decorative Division - Level II

Apr'10 - Mar'11: Axis Securities and Sales, Visakhapatnam as Sales In-charge, D-MAT Accounts



Personal Details

Date of Birth: 28th August 1986

Languages Known: English, Hindi and Telugu

Address: Flat No. 209, Kakatiya Apartments, Court Road, Anantapur - 515005