

KATE MARA

+1 888 777 6666 katemara@hiration.com Miami, US

Regional Sales Manager

~10 years experienced Senior Management Professional & Regional Sales Head with a track record of spearheading cross-functional teams to formulate strategies and effectively execute key project deliverables. Proficient in combining an entrepreneurial drive with management skills to drive gains in revenue, market share and profitability. Highly skilled in cultivating excellent relationships with new prospects and existing customers. Adept at turning around lagging operations and preparing companies for fast growth and profitability. Demonstrated capability of liaising with key stakeholders to deliver compelling business value to clients.

KEY SKILLS

- Project Management & Revenue Maximization • Stakeholder Management & Training • Sales & Business Development
- Marketing • Leadership & Team Management • Strategy Formulation & Implementation • Product Management & Compliance
- Client Servicing & Retention • Market Penetration & Expansion • Operations Management

TECHNICAL SKILLS: Oracle CRM, SAP SD, MS Project, MS Office Suite, Oracle DBA, VBA for Excel, SPSS Minitab, Flash, CorelDraw

PROFESSIONAL EXPERIENCE

Walmart

Zonal Sales Manager

Miami, US | Jan '14 - Present

An American multi-national retail corporation with 2.3 million employees and revenues of USD 500 billion

Sales & Business Development

- Spearheading the **Retail Direct Dealer Channel** & on-boarding ~5 **HNI clients/month** to generate business of USD 60 million+
- Securing the accounts of the biggest Retail **Channel Partners** in the US

Stakeholder Management & Client Servicing

- Prospecting and serving HNI clients for presenting Walmart products and directing **installation** of the same in their homes
- Identifying & **liaising** with **prospective architects** for presenting Walmart products and generating business
- Delivering ~13 **presentations/month** for architects and internal teams to provide updates on Walmart products & strategies

Project Management & Delivery

- **Incubating** the **Builder & Designer teams**, pitching Walmart products for their projects & **liaising** with **120 builders**
- Partnering with builders & Marketing team to **convey USP** of Walmart products & **obtain** a **premium price** vis-à-vis competition
- Identifying top builders & conducting regular meetings for **demonstrating product portfolio** & executing projects to secure future orders
- Delivering Walmart products at all the **major builders** like **Myhome, Aptrec** etc.

Key Achievements – Sales & Business Development

- Launched **40+ products** across **30 stores** and effectively on-boarded 60 architects
- Expanded the **Retail Business** by 3.5x times, from **USD 40 million** to **USD 140 million** in 4 years
- Bagged the account of **Dos Brothers**, the biggest retail partner valued at **USD 120 million** of Retail business
- **Quadrupled** the **direct dealer network** from 6 to 24 within 4 years covering 8 major cities across 2 states
- Achieved the distinction of becoming the **highest growing Retail Zone** for **2 consecutive years** out of 7 zones
- Awarded the **Best Retail Zone** in Valect'17 with a **target achievement** of **148%**
- Received the distinction of **executing most number of store launches** in a calendar year (11)
- Directed the team to successfully sell **11 Veil Intelligent Toilets** worth **USD 600k each** in '17
 - Delivered Walmart products in the **State legislature**, community halls and for various celebrities

Key Achievements – Project Management

- **Doubled the growth** in the commercial segment while capturing a **30% market share** in upcoming commercial establishments
- Led the Projects team to **create a pipeline worth USD 500 million** of PO Wins to be executed in the coming years
- Boosted the **Projects business** from **USD 4 million to USD 22 million** in 4 years & served 100 clients to **generate business of USD 140 million** in 3 years
- Received an **LOI** valued at **USD 4 million** from Lanco for 100% Walmart products in '14
- Secured an **LOI of USD 18.5 million** from premium buildings in SF and **bagged** their **projects worth USD 10 million**
- Accomplished the **single biggest PO** in the **history of Walmart** worth **USD 13.5 million** from Myhome in Aug '17
- Registered **110% growth** to be selected for the **Highest Growing Zone** in Projects over last year out of 7 zones
- Secured high profile commercial wins such as Apple Development Center, Myhome RMZ, Novartis, Tishman Spyer, etc.

Pepsi Co.

Territory Development Manager

New York, US | 📅 Apr '10 - Dec '13

An American MNC with products in 200+ countries and 270,000+ employees generating USD 63 billion+ in revenues

Led a **team of 4** across Sales, Marketing, Finance & Warehousing for **Tropicana, Gatorade & Haze Mineral Water** brands

- Spearheaded Business Development & championed initiatives to explore, identify and penetrate untapped markets
- Executed **SAMNA**, the **Sales Force Automation** project for 15 distributors across 7 cities

Key Achievements

- Boosted the **market share** of **Tropicana** from 46% to a **leadership position of 50%**, through strategic interventions
- Managed a **business of USD 40 million** & prioritized market expansion, new account placement & distribution range
- Successfully achieved **103%** of the **targets** outlined in Annual Operating Plan
- Secured the **highest Manager Connect Score** of 80 percentile against the average score of 71% out of 11 Managers

Territory Development Manager - Miami Apr '10 – Dec '11

- **Headed a team of 6** PI to lead **direct warehouse operations** in addition to marketing, Sales, finance and Supply Chain
- Steered **GTM** Initiatives like **Sales Automation System, Segmentation**, opening Accounts, establishing **Hub & Spokes**, etc.
 - **Classified routes** into segments and **allocated** the **best salespersons** accordingly to enhance service levels
 - **Piloted Sales Automation** as an organizational objective which was subsequently implemented across other territories
 - On-boarded 2 Hub distributor & 8 spokes distributors to serve vacant areas & effectively **add 1100 outlets** in the process

Key Achievements

- Played an instrumental role in achieving the **Best Unit of the Year Award** at the Annual Conference out of 12 units
- Effectively managed marketing spends & bolstered the distribution network to record **10% growth** in '11 over previous year
- Increased share in CSD by ~2% & LRB by ~5% over the previous year by opening new accounts and retaining key accounts
- Identified development of new talent into the PepsiCo Culture by **inducting** and **training** 4 new CEs
- Registered a jump in **Cooler scores** from 33% **to 49%** & acknowledged as the **Highest Growing TDM** in '10 out of 7 territories
- Spearheaded the **implementation of Systems & Processes** as per the Company policy & uplifted the Process scores to Positive

Agen Foods

Area Sales Manager

Jersey City, US | 📅 Jun '08 - Mar '10

A public limited company marketing food & food ingredients to consumers/institutional customers & affiliated to ConAgra Foods, Inc. of USA

Area Sales Manager - Jersey City Oct '09 – Mar '10

- **Led a team of 4 Sales Officers, 20 Distributors** and 3 Depot to generate a **turnover** of **USD 200 million/year**
- Honoured with **appreciation** from **VP - HR** for demonstrating innovation in building blocks for sales development
- Achieved **growth** in value of **>17%** over the previous year & registered **highest monthly value of business worth USD 50.4 million** in Oct '09

Area Sales Manager - Chicago Apr '09 – Oct '09

- **Supervised a team of 8 Sales Officers & 47 Distributors** to **initiate Super Distributor Network** from scratch for increasing rural coverage

- Appointed 5 super distributors with 60 sub-distributors under each to lead the operations for up-country distribution & expansion

Key Achievements

- **Increased value** of business **by 12%** over previous year through the super distributor model for boosting penetration in cities
- Conceptualized & **conducted 200+ demonstrations** across towns and villages to promote ACT II popcorn and Sundrop oil
- Secured an **70% growth** in ACT II Popcorn & launched Sundrop Peanut Butter across **100 outlets** & Sundrop Goldlite Oil across **350 outlets**

Area Sales Executive Oct '08 – Mar '09

- **Led** a team of **4 Sales Officers**, **36 Active Distributors** and **2 Depot** to conceptualize, pilot & spearhead deployment of alternate channel
- Led country-wide operations in **alternate channel development** through distribution expansion by wholesale activation
- Proactively **launched new products** & monitored the results to **develop a framework** for **nationwide launches**
- Formulated **sales strategy** to place ACT II in the wholesale market & developed a **pricing strategy** to increase penetration
- Designed & executed **promotional activities** for ACT II Popcorn like Drawing Competition for Children, School Sampling, Christmas and New Year Carnivals and Demonstrations in Parks and Zoos, Kids Entertainment Locations, etc.

Key Achievements

- Secured **~60 outlets** as part of wholesale activation & achieved an **overall growth** of **305%** for ACT II popcorn
- Attained **highest ever sales** of ACT II Popcorn in the months of November, December & January via robust BTL activities
- Obtained the **highest throughput** from demos across the country of 300 boxes per demo in a rural village
- Bagged **appreciation** from **CEO & National Sales Manager** for leading the country on wholesale activation out of 10 territories

EDUCATION

M.B.A – Marketing

Harvard Business School

Boston, US | 📅 Jun '03 - May '05

B.E. – Electronics & Communications

UC Berkeley

Berkeley, US | 📅 Jul '95 - Jul '99

EXTRAMURAL ENGAGEMENTS

- Organized Six Sigma Excellence Awards '07 (National Award Ceremony for industries following Six Sigma)
- Part of the team for coordinating Integrated Marketing Campaign
- Member, Coordinating Team for Banking Conclave
- Organized RFID event, in association with SCAFI
- Chairman, IEEE Students Chapter & Academic Council
- Sports Secretary of Electronics & Communication Branch
- Founder Member of an NGO called Caring for Friends (CFF)
- Cleared the NCC 'A' Certificate Exam
- Associated with a 'Deaf n Dumb' school

TRAINING, CERTIFICATIONS & PUBLICATIONS

- Six Sigma Green Belt | '07
 - Global Supply Chain Management | CGN Associates | '07
 - RFID | NXP Semi-conductors | '07
 - Published a paper on Moderate Resolution Imaging Spectroradiometer at an International Conference | Hyderabad, '06
-