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| **KEDARNATH SUPAKAR**  Result-oriented senior professional, targeting challenging assignments in the domain of **Sales Operations** in Cement, Power & Steel Industries.  E: knsupakar@yahoo.co.in M: +91 9999 812 787 / 9999 812 229 | | | |
| core24x24icons Key Skills |  | Profile Summary | |
| |  | | --- | | Sales & Business Development | |  | | P&L Management | |  | | Revenue & EBITDA Growth | |  | | Key Account Management | |  | | Strategic Alliances & partnership | |  | | Profit Centre Operation | |  | | Business Strategy & Execution | |  | | Team Management | |  | | * A competent professional offering **19 years** of rich experience in **Sales & Business development for Project, New Equipment, Upgradation & after Market.** * Skilled in high-value engineered products & projects marketing and techno-commercial negotiations; enhanced profitability, and sustained organizational performance * Comprehensive experience on Plant Automation, CPP, Hydraulics Systems, Conveying System, Material Handling equipment, Alternative Fuel Handling System, Vertical Roller Mill & Ball Mill, & Generators, Turnkey Projects for Steel, Power & cement plant Projects in India as well as African Market. * Rich experience in Business & Product Development, Tendering & Proposal, Project Sales, Application Engineering, CRM, Concept Sale, Branding, Vendor & Distributor development, Consultancy, Market Strategy & analysis * Expertise & maximize profitability through effective sale for **Process Equipment, Up-gradation/Retrofit Projects** * Developed competency in establishing performance-driven culture that ensures personal ownership, lead, develop, coach as well as motivate teams to achieve goals profitably | |
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| Product development & Management   * Partner with new customers to understand their business needs and objectives and effectively communicate the value proposition through proposals and presentations and create a competitive edge with all competition. * Identify the product & play a critical role in developing the product as well as Product Pricing & brand management.   Market & Business Development   * Advertising plan through seminar, magazine, exhibitions. * Excellent in Relationship Management at Multi-Level with the customers based in India ,Nepal & Africa. * New Business Start-up - Have launched & built new businesses in the region for Railways,Power, Cement & Steel technologies. Design proper sales promotional activities for all segments with right annual budget and execute them in time to get desired benefits.   Pricing of Product   * Raw material cost analysis & Cost Model of packaging consumables for contract site. * Pricing of New Product & Pricing Strategy Development, Capex approval, ROI, Risk management analysis & Implementation. Work closely with marketing, R&D, Sales organization as well as external stakeholders. | | | |
| Description: edu24x24icons Education | | | Certification |
| * **2016-2018: M. Tech(Mechanical Engg)** from UPTU, Lucknow. * **2013-2015: MBA (Marketing)** from SMU-DE * **2001: B.E.(Mechanical Engineering)** from Orissa Engineering College, Utkal University, Odissa | | | * **Certified Chartered Engineer** & **MIE** awarded by “[The Institution of Engineers (INDIA)](https://www.linkedin.com/vsearch/p?keywords=THE+INSTITUTION+OF+ENGINEERS%28INDIA%29)”,Kolkata. * One year **PG Certificate in Management** Marketing from AIMA-Delhi CGPA 3.08 in 2014. |
| exp24x24iconsWork Experience | | | |
| **M/s Schenck Process Solutions India Pvt. Ltd., Gurgaon Since Aug’ 17**  **Senior Manager-Sales & Marketing (North India , Africa & Nepal Business)**  Product: **Material Handling Systems**, **Alternative Fuel Handling System**, APC & Emission Reduction, weigh feeders, Coal feed System, Chain Conveyor, Cement Plant Projects ,**Raymond Bartlett Snow Division-Vertical Roller Mill** & **Ball Mill** and Turnkey Projects for Material Handling  **Key Result Areas:**   * Sales operation (New Equipment, Project Sales, Upgradation & retrofit and After Market) responsibility for the SPIPL product ranges as well as Ball Mill & VRM by understanding their product requirements for Cement Plant and EPC Contractors. * Prepare strategy for **Value selling as a solution provider** with action plan for 5 years considering the current business challenges and in line with organization capabilities by proper SWOT analysis for Power Plants, Cement Plant and Ferrous & Non-ferrous (Zinc) Plants as well as EPC Contractors. * Planning and developing short and long term Annual Operational Plan and objectives and submitting time projections to corporate management for approval. * Develop and execute strategic plan to achieve sales targets and to expand the company’s customer base through new customer addition and market expansion. Work closely with clients on strategic projects with Global Offices - from need identification and analysis of projects into implementation and transformation through value. * Regularly review sales team of all their customer contacts and guide them suitably to identify more new business opportunities to increase business from new customers and new products. * Established proper review mechanism in due co-ordination with engineering department and must achieve minimum 50% hit rate of total enquiries submitted. * Play vital role for designing an efficient sales organization with optimal balance of both filed and back office team and synergize their efforts to achieve best in class service level. * Understand market segments and product specific focus and direct the sales force to achieve targets both in existing segment as well new customer accounts. * Compile details, market intelligence, competitive positioning and research data from all the Product Bused on key areas and issues of strategic importance to Schenck. * Analyze pipeline and lead data, deliver periodic reporting to the Director providing Pipeline Forecast and Trends, Market Segmentation, Win/Loss Analysis, Competitive SWOT Analysis etc.   **Team management**   * Creating an environment that sustains and encourages high performance. * Motivating & Motivating Sales team to increase their contribution levels.   exp24x24icons Previous Experience  **M/s Howden Solyvent India Pvt. Ltd., Gurgaon Nov’14-July’17**  **Senior Manager-Sales & Marketing ( North India & Nepal Business)**  Product: Axial & Centrifugal & Industrial Process fans / Blowers & Air Pre-Heater  **Duel reporting to Sales Director (India) & Global Sales Director- Cement Segment, Howden France**  Responsible for New Built & Retrofit/Up-gradation business of Steel, Cement, Mining, Power (Including NTPCs).  **Achievement**   * Secured 40mINR order from HVAC OEMs for various NTPC Power plant ventilation project. * Closed 4 breakthrough contracts from third-party boiler makers, including two successive contracts worth over 50mINR from a Leading boiler maker based in India and 45mINR contract for an OEM for Indian Cement Company.   **Key Deliverables**   * Heading Sales Operation for the project business of Capital Equipment/Heavy Machinery including Process Blowers & Fans business including Up-gradation & Retrofit, Spares in India & South Asia [Nepal, Bangladesh]. * Managing Major Account Sales team for Pan India business * Sales and P&L management with established performance indicators, operating goals, realignment of initiatives and cost reduction programs that consistently improved product quality and customer satisfaction. * Develop marketing plans to build consumer preference and drive volumes. Analyze & review the market response/ requirements and communicating the same to the marketing/ engineering teams for coming up new applications. * Responsible for formulating pricing strategies, effective planning and co-ordination of marketing activities. * Planning and managing SBU (Strategic Business Unit) operations to ensure that revenue and market share objectives are met, evaluating and pursuing business opportunities as per targeted plans & achieving market share. * Presentation to consultants, end users and giving timely feedback to them. * Analyze market trends, customer needs & preferences, competition intelligence thereby building the Market Segment Strategy and Business Plans - Annual Operating Plan (AOP) and Strategic Plan (OPP) for approval by top management. Key responsibility to drive the strategic initiatives related to the segment.   **VE Commercial Vehicles India Pvt Ltd Manager-Sales Jan’14-Oct’14**  **M/s FLSMIDTH India Pvt. Ltd., Gurgaon May’12-Dec’13**  **Regional Manager-Sales (North, Central & East India)**  Product: Pollution Control Equipment like ESP, Bag House (Pulse-Jet & RABH)  **Key Deliverables**   * Identify business opportunity for Air Pollution Control equipment [Electrostatic Precipitators, Fabric Filters/Bag House] for Turnkey Projects ,New Built, Up-gradation & Retrofit to Cement, Steel, Power Industries and Pulp & paper Industries. * Maintaining and developing existing and new clients and fostering effective relationships with key stake-holders and decision makers. * Identify Key Customers and forge long-term relations with them for ensuring higher penetration of key markets. Drive legal and ethical compliance. * Demonstrated abilities in implementing initiatives to identify projects & its decision making process at an early stage to formulate effective pre-acquisition strategy.   **M/s Cummins India Ltd., Pune Nov’07-April’12**  **Senior Manager-Project Sales (IEBU)**  Product: High Horse Power Gas/Diesel Engines/Power Pack Projects  **Key Deliverables**   * Responsible for OEM Sales of wide range of High Horse Power (>2200HP) Diesel Engines for - Indian Railways, PSUs (RITES, BHEL, NTPC), Oil & Gas, Steel, Cement & Power Plants. * Responsible for OEM Account. MIS, FRP, backorder & BIS issues – Tracking; ensuring customer satisfaction. * Carried out business analysis on the competition market, competition product performance and new sales.   **Noteworthy Attainments:**   * Worked with RITES & RDSO together for main line locomotives to Tanzania for High Horse Power engines on Export Platform. * Involved in the development of various power packs for diesel electric & diesel hydraulic traction applications for Railway applications for the Indian Railways.   **M/s Ingersoll-Rand., Sahibabad Aug’01-Nov’07**  **Senior Engineer- Sales & Marketing (Haryana, Jharkhand, Odisha, West Bengal)**  Product: Hoists, Winches, Engine Starting System, SPMs, Pneumatic Drills, Material Handling Systems, Automation/SPM  **Noteworthy Attainments**   * Secure single largest order for Air Starting system package with Compressor to NPCIL Kaiga & Rawatvata. * Achieved over 126% of the AOP in 2006.   **Key Deliverables:**   * Sales management, new customer acquisition, customer satisfaction measurement and customer retention. * Managing business for products of Material Handling Equipment like Pneumatic Winches & Hoist, Compressor Package, and Heavy Drills to all major Power Plants, EPC & Project consultants, Indian Railways. * Maintains customer satisfaction by investigating concerns, implementing corrective action, and communicating with customers and sales team as needed.   Training   * Sales & Value Selling Workshop at Darmstadt-Germany. * One Month industrial training at Heavy Vehicles Factory, Avadi, Chennai & IDCOL Cement (ACC)-Bargarh, Odisha. * Workshops on “Leadership Program” conducted by Dale Carnegie Organization   IT  MS Office, SAP, Oracle, Embedded C (SIP,Intterupt,i2C,Robotics Programming), IoT, AVR,ARM,CRM (Citrix) | | | |
| Personal Details  **Date of Birth: 15th July 1978**  **Languages Known: English & Hindi**  **Address: J-1402, Jaipuria Sunrise Greens, 12(A), Indirapuram, Ghaziabad-201014-INDIA** | | | |