SUBHASH DEVIDAS GADDAM



Expertise in Sales & Marketing Operations, Business Development, Territory Development

Preferred Location: Pune/Aurangabad/Ahmednagar/Nasik

Core Competencies

Sales & Marketing Strategies

New Territory Development

Pre & post-sales Services

Customer Complaint Resolution

Promotional Activities

Dealers Network Management

Brand Visibility / Promotion

Stocks Age Analysis

Product Trials

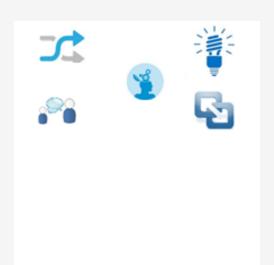
Team Management & Leadership

Profile Summary

- A goal-oriented professional with 15 years of experience in Sales & Marketing Strategies Formulation, Monthly Sales Reports, Product & Brand Management, territory Development and Team Management
- Proficient in sales projections, budgets, cost-control systems & standardized procedures designed for stable operations & bottom-line profits; strategic leader with capabilities in accelerating growth & improving profits
- Hands-on experience in formulating policies and planning recommendations to the management, deciding or guiding courses of action in operations by staff / employees
- Proven record of addressing the RFPs & RFIs, building proposals, gathering market insights to understand the requirement
- Exposure in maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention
- Successfully Implemented plans to reach out to unexplored markets for business expansion & capitalize on organizational growth opportunities
- Built broader and deeper relationships with stakeholders; openly promoted a winning attitude while exceeding performance expectations
- Key People Leader, who has successfully led and motivated large teams in a cross-cultural environment towards growth; created a clear & compelling view of future through coaching and execution











Since: August 21 IBIZA TILES LLP, MORBI Presently as Regional Sales Manager

Operational Area: Rest of Maharashtra

C.T.C.: 9 lacs.

Expected C.T.C A Suitable Growth

- Developed the territories across Pune, Ahmednagar, Aurangabad, Nashik, Jalna, Beed, Nanded & Latur,Satara,Kolhapur,Sangli,and konkan Belt
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- · Managing network of Channel Partners across assigned territories for deeper market penetration & reach
- Devising & effectuating go-to-market strategy of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business Expansion.

Since Nov'16 to Sep-20. Simero Vitrified Pvt. Ltd., Morbi presently as Sr. Area Manager (Team of 2)

Growth Path:

Nov.16 - july'18.: Area Manager
Edit with WPS Office

July18' - Sept.20: Sr. Area Manager

Key Result Areas: Please confirm these additional points

- Spearheading the Double Charge Vitrified Tiles & GVT Slabs sales for the Ahmednagar, Aurangabad, Jalna, Beed, Parbhani, Hingoli, Nanded, Latur, Osmanabad & Solapur locations
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- Managing network of Channel Partners across assigned territories for deeper market penetration & reach
- Devising & effectuating go-to-market strategy of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business expansion
- Establishing vision for assigned functions of Operations, Pre & Post Sales, Service, Distribution and Customer Service
- Participating in bids and tenders and managing complete bidding process, right from the initiation of the Request for Proposal (RFP) till complete bid submission and providing business solutions

Highlights: Please confirm these additional points

- Pipelined sales based on market research, network management and client references; planned and prepared approaches, pitches and proposals, participated in pricing and work order negotiations
- Led the growth of industry sales and developed new business sales opportunities through both trade and consumer direct initiatives for the full range of products such as Vitrified and GVT Tiles.
- Submitted accurate and timely forecasts that were aligned with assigned sales quotas; surpassed sales targets by 90%



July'15 - Aug.'16: AGL-Panaria Pvt. Ltd., Ahmedabad as Area Manager

Highlights:

- Directed the Vitrified Tiles and Imported Tiles selling business division for the company
- Developed the territories across Ahmednagar, Aurangabad, Nashik, Jalna, Beed, Nanded & Latur

Highlight:

 Headed the Ahmednagar, Aurangabad, Jalana, Beed, Nanded, Parabhani, Hingoli and Solapur territories for the selling of Vitrified Tiles & Sanitary Ware products

Nov.03 - Jul'07: Pegasus Indian Textilaties, Mumbai as Sr. Sales Executive

Highlight:

 Drove a team for developing market for Exterior Paints, Construction Chemicals & Textures at Ahmednagar & Aurangabad

Jun 02 - Aug'03: Jayant Color & Chemicals Industries, Mumbai as Sales Executive

Highlight:

Drove the sales of Paints Construction Chemicals for Ahmednagar, Nasik, Pune & Beed territories

Aug01 - jun'02: Razon Engg. Co. Pvt. Ltd., Pune as Sales Engineer

Highlight:

Led the sales & marketing of construction chemicals across Ahmednagar, Nasik, Pune, Solapur & Aurangabad

May'98 - Jul'01: Ambica Paints Industries, Ahmednagar as Marketing Executive

Highlight:

 Managed the marketing of products Paints, Primers & Thinners across Ahmednagar, Nasik, Pune, Solapur & Aurangabad



- 2002: Diploma in Paint Application Technology from M.C.E.D. Aurangabad
- 1996: BA from Shivaji University, Location

TTraining

• Attended Science and Technology Train at E.P.C. ANH and Augas from M.C.E.D. (30 days)

Extracurricular Activity

• Working as a Teacher (Happiness Program) at The Art of Living Foundation, Bengaluru

Personal Details

Date of Birth: 27th April 1974 || **Languages Known:** English, Marathi, Hindi & Telugu

Address: "ANUJA", 1, Kajabe Mala, Konark Row Scheme, Bhistbaug, Ahmednagar - 414003

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