

ARVIND SRIVASTAVA

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EXECUTIVE PROFILE

Result oriented business leader with 27+ years of experience and the ability to set up new businesses, conduct sales & business development, manage client & team relationships. Possesses a diverse experience with established brands. Demonstrates the capability of launching businesses and scaling them, skilled at setting up sales distribution network

SKILL SET

Strategic Planning, Business Development & Management, P & L Management, Sales & Marketing, Operational Excellence, Revenue Expansion, Pricing Negotiation, Product Management, Network Expansion, Cross-functional Coordination, New Set-ups & Establishments, Team Building & Leadership, Training & Performance Monitoring

PROFILE SNAPSHOT

- Performance-driven professional with **over 27 years** of rich & extensive experience in impacting organisation profitability through effective strategic & tactical management decisions and directing various functions like Business Development, Sales & Marketing, Profit Centre Operations and People Management
- **Key Strategist & Growth Catalyst** with impressive success in establishing business, **driving sales** and turnaround business
- **Led productive cross-functional teams** using interactive and motivational leadership that spurs people to willingly give excellent results
- **Track record of contributing to the success of company progression** and created an exceptional business plan, organization and sales & marketing infrastructure for PAN India region which maximized team effectiveness
- **Rich exposure in formulating strategies to secure business target**
- **Skilled in developing sales plan & budget PAN India basis** (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and so on
- Hands-on experience in launching new products and creating new Product vertical in last two assignments Hindware & Hettich India Pvt Ltd
- Delivered outstanding business growth outcomes by repeatedly **exceeding targets, fuelling marketplace presence and deepening & retaining account base**
- **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution

EDUCATION

1993	MBA (Marketing) from Maharshi Dayanand Saraswati University, Ajmer
1990	B.Sc. (Honors) from Banaras Hindu University, Varanasi

CERTIFICATIONS

2010	Management Development Programme in Rural Marketing from IIM, Lucknow
2003	Management Development Programme in Retail Management from IIM, Ahmedabad
2001	Diploma in MMT (Cont.) & Logistics Management from IRT New Delhi
1998	Certificate Course in Export Management from IIFT, New Delhi

ONLINE CERTIFICATIONS

2021	Finance for Non-Finance Managers from KPMG
2021	Product Management Fundamentals from Institute of Product Leadership, Bangalore
2021	Digital Marketing Programme from Google Digital

PERSONAL DETAILS

Address: 514, Arihant Harmony, Ahinsha Khand II, Indirapuram, Ghaziabad

EMPLOYMENT EDETAILS

Since May,21 with Lock Master India Limited, New Delhi, Vice President – Sales & Mktg

Role:

- With Proactive management & sales strategies, I managed to convert our direct dealer model to Distributor model, extensive search done for searching good trade parties of distributor profile, discussion with them and final appointment.
- Trade policies, Sales policies and every aspect of business are re-defined, complete focus on exponential growth of Business in the market.
- Manpower training & making them responsible for growth.
- Introduced policies for enhancing retail success and creating sound marketing approach for establishing our brand in Premium Retail.
- Maintained exceptional customer relations with frequent communication and timely attention to diverse issues., strengthened trade contracts, negotiating successful terms,
- Accomplished revenue goals with well-planned and implemented customer account plans., capitalized on profitable opportunities identified in the market.
- Sustained revenue streams from existing accounts with consistent follow-up and regular account servicing.
- Developed sales presentations to capture potential accounts. managed sales operations to accomplish business goals.
- Networked to establish contact with business prospects. to achieve key targets and meet deadlines

Accomplishment: Successfully converted to distributor model for volume sales, reached at 10 Cr Per month, nearly double what we were doing, successfully established Premium retail store network and New Kitchen hardware vertical.

Since Apr'19 – Oct,20 with Hindware Home Innovation Limited (CPD Division Hindware Ltd), Gurugram, Head – Trade Sales & Product Management (Functional Head)

Role:

- **Directing one complete product vertical from beginning till end** which is into Kitchen Hardware & Wardrobe hardware, and holds the merit of being first employee of the same (Reporting to the CEO & Wholetime Director)
- **Efficiently carrying out all decisions related to product portfolio**, Product category management, Development of technical catalogues, Marketing plan, finalizing & deciding on network mix (direct dealer, distributors & channel partners), Target fixation.
- **Instituting & executing high-level business strategies**, making high-stakes decisions and overcoming complex business challenges using experience-backed judgment, strong work ethics and irreproachable integrity
- **Contributing towards promoting FGV (Formenti & Giovenzana)** an Italian brand which is in top 5 worldwide
- **Collaborating with stakeholders** while keeping them informed of progress and issues in order to manage expectations on all requirements and deliverables
- Exploring business potential, opportunities as well as clientele to **secure profitable business volumes**
- **Playing a key role in formulating business in new & growth areas** and motivating people to perform beyond their normal past established skills/ levels and impacting organization's profitability through effective strategic & tactical management decisions
- Ascertaining effective creation of trade network, market mapping, price working, import decisions, value chain, MRP & discount decision, manpower & distributor appointment decisions, marketing, website and agency related decisions
- **Identifying and implementing strategies for building team effectiveness** by promoting a spirit of cooperation between team members

Accomplishment: Pivotaly started this business in Nov'19 and successfully started operation in 12 major cities till Mar'20.

Dec'17 to Apr'19 with Greenply Industries, Kolkata, General Manager – Sales & Marketing

Role:

- **Created and sustained a dynamic environment** that fosters the development opportunities and motivates the high performance amongst the team members
- **Conducted competitor analysis** by keeping abreast of market trends and devising effective counter measures
- **Engaged in running sales & marketing operations, increasing sales growth** and driving sales initiatives in order to achieve business goals
- Liaised with key decision makers and also operating executives of customers for getting in-depth understanding of their requirements and translating the same into business opportunities
- **Attained national sales operational objectives** by contributing national sales information and recommendations to strategic plans and reviews
- Worked on mapping the upcoming business opportunity canvas & visibility intensively in over 100 cities in India

Accomplishment: Played a key role in establishing rigorous sales processes & best practices of account management; created a brand presence for the revolutionary product suite Avonite that gained a huge traction with leading Dupont, Avonite, LG, Samsung & Hanex companies

Apr'14 to Dec'17 with Hettich India Pvt. Ltd., New Delhi, Assistant General Manager – Sales & Mktg

Role:

- ⇒ Engaged in identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members
- ⇒ **Gained additional assignments as All India Product Head** (Lock product Range & Stone product Range) based on success achieved as Business Head, here I was responsible from Business planning, new product addition, Category management, development of technical catalogue, Training, designing marketing plan, coordinating with Zonal team for sales focus on this category, Sales target achievement to finally P/L of this product vertical.
- ⇒ **Directed monthly sales budget preparation and achieved annual sales target**, new product addition, credit control, product range selling, secondary generation and commercial issues
- ⇒ **Holds the distinction of being an additional in-charge of creating medium priced hardware vertical** (HEPO India, sister concern of Hettich India) wherein goal was to reach B & C category market and promote medium priced Hardware, which was categorized as one of the unique exercise to increase overall Topline of Hettich India
- ⇒ Ensured effective development of complete fastener (screw) range
- ⇒ **Liaised with Dupont USA** to promote their Acrylic Solid Surface (Zodiac, Corian & Montelli) to all the modular Kitchen OEMs

PREVIOUS WORK EXPERIENCE

Mar'11 to Apr'14 with Sonar Plywood Ind. Ltd., New Delhi, General Manager – Projects

May'09 to Feb'11 with Green Ply Industries Ltd., Chandigarh, Zonal Manager

Mar'05 to May'09 with Sarda Plywood Industries Ltd., New Delhi, GM (Sales & Marketing)

Feb'02 to Mar'05 with Sika India Pvt. Ltd., New Delhi, Regional Sales Manager-Retail & Distribution

Jan'96 to Oct'01 with J.K. Corp. Ltd. (Cement Div.), New Delhi, Assistant Manager (Sales & Marketing)

Nov'93 to Jan'96 with Grasim Industries Ltd. (Cement Div.), Management Trainee