

NISHARG M SHAH
INTERNATIONAL MARKETING

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Profile Summary

- ▶ Result-oriented professional with **over 09 years** of experience in **International Sales & Marketing; front-Led domestic & global expansion** for new sales territories
- ▶ **Excels in conceptualizing robust plans** for international market development in different segments for better market penetration as well as driving innovation, scaling-up the value chain to create more opportunities and business streams for different verticals
- ▶ **Proficient in creating & executing** sales plan that meets or exceeds established sales quotas & **supports company revenue & profit targets**
- ▶ **Attained Global exposure by visiting France, U.K., Ukraine, Belarus** to attend and participate in the international trade fare
- ▶ **Conferred with Emerging Individual Award 2017-18 at Piccolo Mosaic Ltd.**
- ▶ **Expertise in building strategic alliances** to open a qualitative opportunity for accessing new markets through appointment of new distributors, reviving the existing channels, providing macro & micro level insights, and so on
- ▶ **Created business development procedures, marketing strategies, campaigns and branding programs** to build profitable enterprises across their various growth curves
- ▶ **Devised entire product life cycle** that included activities like creating marketing messages, positioning the product, helping with product development, assessing needs, driving customer demand, generating and nurturing leads, and increasing sales revenues
- ▶ **Directed cross-functional & multi-cultural teams** using motivational leadership; customer & business-oriented, with a focus on results & emphasis on exceeding performance standards

Core Competencies

- ▶ International Sales & Marketing
- ▶ Team Building & Leadership
- ▶ Business Strategy & Execution
- ▶ Key Account Management
- ▶ Contract Management
- ▶ New Product Development
- ▶ Techno-commercial Negotiations
- ▶ Logistics & Shipping
- ▶ Client Relationship Management

Soft Skills

- ▶ Collaborator
- ▶ Innovator
- ▶ Team leader
- ▶ Change agent
- ▶ Communicator
- ▶ Influencer

Career Timeline

Crystal Ceramic Industries Ltd. As Senior Manager International Marketing

February 2021 till present

Key Result Areas:

- ▶ **Implementing strategic plan, go-to-market strategy**, forecasts & business plans for driving revenue growth across the assigned international sales territories like **Middle East, U.S.A., Canada, U.K., Europe, Russia & Russian territories and Oceanic Nations.**
- ▶ **Planning & implementing international marketing activities** including sales promotions, brand promotions including displays, exhibitions and road shows
- ▶ **Accomplishing sales & distribution targets** by acquiring new business in current market; negotiating with international clients
- ▶ **Dealing with main contractors**, subcontractors, architects, swimming pool makers and traders
- ▶ **Following up with production status**; coordinating with logistics & shipping documents; providing aftersales service
- ▶ **Managing budget and spearheading commercial planning**, administration, capital sourcing (Marketing Investment Planning), systems establishment and sales process

- ▶ **Identifying areas for growth & creating product-line roadmaps** to help drive adoption of the product, conducting research on customer feedback, in-depth analysis of key performance indicators, and capturing metrics of the product
- ▶ **Designing distribution strategy** to achieve segment-wise targeted sales volumes and state & city-wise market shares; negotiating contracts with vendors to manage product distribution; optimizing channel functions & flows, direct & indirect channel partner's counter-wise targets
- ▶ **Supervising in the development of recommendations** to address issues & opportunities in such areas of marketing discipline like Pricing, Promotion, Research, and Other marketing areas
- ▶ **Designing solutions for key operational & client issues** that impact revenue and gross profit; liaising with clients and partners to build relationships and increase business longevity and revenues
- ▶ **Analyzing latest marketing trends, tracking competitors' activities** & providing valuable inputs for fine-tuning sales & marketing strategies
- ▶ **Devising a scheme for overall brand architecture** and creating a decision tree to rationalize numerous acquisitions

Cera Sanitaryware Ltd as Deputy Manager International Marketing

August 2020 to February 2021

Highlights:

- ▶ **Heading Tiles division** along with Sanitaryware and faucets for international market
- ▶ **Developed** entire tiles range for export market

Piccolo Mosaic Ltd as Assistant Manager International Marketing

July 2016 to December 2019

Highlights:

- ▶ **Initiated tiles division** for export market after successfully achieving annual sales target in Mosaics
- ▶ **Developed** Middle East, Russia and Russian territories market

Reliance Industries Ltd. – Textile Division as Assistant Manager Export Marketing

Jun 2012 to June 2016

Highlights:

- ▶ **Visited France and U.K.** to attend international trade fare Premier Vision & Tex World in Paris
- ▶ **Developed** a new product line of winter fashion and formal jackets.

Education

- ▶ PGDBM from Som Lalit Institute of Management Studies in 2012 with 60.00%
- ▶ B.B.A. from Dharmsinh Desai University in 2009 with 68.00%

Summer Internship

- ▶ Tata Motors through Aspi Cars Pvt. Ltd., Ahmedabad Duration: 2 months
- ▶ Scope: Studied Consumer perception towards Tata Motors & initiated interactive marketing strategies

Academic Projects

- ▶ To Study the Change in the Advertising Pattern of the Telecommunication Companies
- ▶ Factors responsible for the failure of Tata Nano and Marketing strategies of Tata Motors v/s Maruti Suzuki

Extracurricular Activities

Secured:

- ▶ 2nd rank in ad-mad show competition at state level in 2011
- ▶ 3rd rank in Elocution competition at college level in 2007 & 2009
- ▶ 2nd rank in advertisement making competition at college in 2007
- ▶ Elected as the Best Leader of the organizing committee in 2008-2009
- ▶ Conferred with Best Student of the Year 2006-2007 at Balkan-Ji-Bari Institute, Nadiad

Personal Details:

Date of Birth: 21st November 1987

Languages Known: English, Hindi & Gujarati

Family member: Father of girl child – Jinisha Shah born on 20th July 2016

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