

SUBHASH DEVIDAS GADDAM

Expertise in Sales & Marketing Operations, Business Development, Territory Development across multiple categories; targeting assignments with a company of high repute

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

Soft Skills



Pegasus Indian
Textilaties, Mumbai



mm'yy - mm'yy

mm'yy - mm'yy

mm'yy - mm'yy

Since Nov'16



Work Experience

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



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July'18' - 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%](#)



Previous Experience

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

Aug'07 - jul'15: R.A.K. Ceramics (I) Pvt. Ltd., Mumbai as Territory Manager



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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



Education

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



Training

- Attended Science and Technology Training at D.I.C. Ahmednagar 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
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