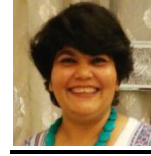


CURRICULUM VITAE



AnnuTripathi

Career Contour

Senior sales professional with 25 plus years of experience in diversified sectors. Looking to work in an organization that provides excellent opportunities for development and personal learning leading to significant contributions to the organisational growth. Strong believer in rapid evolution of self and the team; with help of evolving technology

Educational Qualifications

- Bachelor in Science (B.Sc)from University of Mumbai
- Certificate Course in Non Linear Editing from Digital Academy, Mumbai
- Certificate Course in Photography from Garware Institute, Kalina

Work Experience

March 2022 – till date Play Technologies as

Senior Business Development Manager (PAN India)

PLAY is a technology driven company recognized for our contemporary, excellent quality and innovative solution. They run business with short management chains and approval routes that translate to quick response to the changing requirement of customers resulting in far better and personalised level of service.

Accountabilities:

- Professionally managing lead generation through to prospecting, arranging appointments, giving presentation & Spec
- Presentation /Demos to the Architect/Client
- Achieve personal sales targets by developing new Business with existing and potential clients.
- Develops productive relationships with key distributor, contractor, and Company personnel
- Create and Implement sales strategies.
- Schedule and attend client meetings, ensuring that number of meetings meets target as set by management.
- Manage sales process, lead generation, negotiation, handover to Channel sales/BDM.
- Report on sales, activity and performance as required by Country Head Sales.
- Effectively communicate client information and insights to team

November 2018 – Oct 2018 with Jaquar Group as

Senior Business Development Manager (PAN India)

The **Jaquar Group**, established in 1960, is a bathroom fixtures company present in more than 45 countries. It sells showers, shower enclosures, sanitary ware, flushing systems, wellness products, concealed cisterns, water heaters, and lighting solutions. The group expects to end 2017/18 with revenues of Rs 3,200 crore and Rs 3900 crore by 2018-19. It employs over 8,500 people including 1200 service technicians and runs six manufacturing facilities, including one in South Korea.

Accountabilities:

- Research, locate, define and target key business prospects
- Work with customers to provide feedback to development teams for new content and products.
- Establish and nurture relationships that fill business pipeline with prospective partners and customers.
- Negotiate new partnerships and business alliances; work closely with new business partners.
- Create business development strategies; identify roadblocks and drive new business from conception through closure.

April 2018 – October 2018 with Berger Paints as Business Development Manager (PAN India)

Berger Paints India Limited is the second largest paint company in the country with a consistent track record of being one of the fastest growing paint companies, quarter on quarter, for the past few years.

Sherwin William Paints was acquired by Berger Paints.

Accountabilities:

- Responsibilities continue to be the same as in Sherwin William Paints.
- Responsible for business development and achieving of revenue targets for the Team
- Broaden the Segments identified viz. Builders & Architects to increase the business potential
- Support PAN India Teams with approvals for Projects
- Identify new projects for Painting and repainting
- Develop brand awareness in segments identified
- Offer customised solutions in particular segments
- Market research to understand competition, demand and supply well
- Conduct Seminar & participate in Exhibition and other event

December 2014 – March 2018 with Sherwin William Paints as Business Development Manager (PAN India)

Sherwin William Paints is a market leader in exterior and interior paints and a company with a history of creating innovative products tailored to the **Indian** market.

Accountabilities:

- Responsible for business development and achieving of revenue targets for the Team
- Broaden the Segments identified viz. Builders & Architects to increase the business potential
- Support PAN India Teams with approvals for Projects
- Identify new projects for Painting and repainting
- Develop brand awareness in segments identified
- Offer customised solutions in particular segments
- Market research to understand competition, demand and supply well

- Conduct Seminar & participate in Exhibition and other event

Mar 2013 – May 2013 with Golden Mark Textiles as Interior Designer

The role and deliverables were to design 2 show rooms in Dubai and Fujairah. Worked closely with Consultants to get various regulatory approvals. Supervision of the quality and material selection for the retail outlets

June 2012– March 2013 with Kiara Décor as Key Accounts Head

The focus was on building a chain of retail outlets in Mumbai and major cities across India. Meet and evaluate the prospective dealers for outlets to assure they meet the organisational requirement. Planning and completion of the standard décor of the Retail outlet as per the guidelines. Training of the Sales and Design Team to achieve the Customized Sales. Overall support to the team and the outlet. Monitoring of the Sales and the Design team. Participation in Exhibitions and other events. Identification of new regional dealers to increase the existence of the brand.

August 2011 – April 2012 with Kansai Nerolac Paints as Key Accounts Manager

Responsible for focusing on specific segments having huge business potential. Identification of such segments viz. Builders & Architects. Evaluation and analysing of regular painting requirements in existing, repainting & new projects. Developing an overall brand awareness and also in the segments identified. Offer customised solutions in particular segments. Monitor servicing and delivery.

Prior work-experience:

My prior work experience has been in the media and the pharmaceutical sector where I have handled multiple roles and assignments

My Graduation degree didn't help me in the design field. I had to train myself in Graphic design, Animation so that I could teach, guide and Manage teams to deliver graphic outputs. I was fortunate to meet Architects, Designers, Engineers from whom I learnt various aspects to help me enhance my knowledge and skill

Later my experience helped me get the freelance design project of The Mumbai Police English magazine..

Designation	Organisation	Duration
Key Accounts Manager	Queens Marketing	December 2009 till June 2011
Production in charge	Anizon Studio	December 2007 till October 2009
Head Graphic/Animation	Anizon Studio	July 2005 till November 2007
Senior Graphic supervisor	Renderings	November 1993 till June 2005
Marketing Executive	Showtime communications	November 1992 to June 1993
Marketing Executive	Wokhardt Pharmaceuticals Ltd.	June 1991 to September 1992

Achievements: IMpossible

- Most recent achievement was The painting order for “The 42” (a 65 storey bldg), the tallest building in Kolkata
- I had to teach myself the smallest detail about Animation to lead an expert team of 70 artists.
- I led the Design team of 2 to compose the English magazine “THE PROTECTOR” of The Mumbai Police, which highlights the achievements of the Police Force to improve their image in the public.

- At Showtime Communication launched “ Hello Bombay” a film magazine on The Doordarshan Metro Channel(new Channel then) and did business of 2.72cr in the first two months of Channel launch
- Trained unskilled freshers from college and developed a Team of 13 spray artists while in Renderings.
- Was among the first Lady Medical Representative in the Team of 26 Marketing Executives in Mumbai.
- My artwork designed at Renderings was used for the ANNUAL CALENDER - 1999 of AUTODES SYS. in USA
- My work at Renderings had been printed in the ANNUAL NEWS LETTER 2001 of AUTODES SYS. in USA and distributed across the continents to various companies

Training Courses Attended

- Completed a Certificate course in Photography,
- Completed a Certificate course in Non Linear Film Editing,
- Completed a Certificate course in Rock Climbing,

Software Skills:

Adobe Photoshop, Animo, Corel Draw, Adobe Premiere, Flash (Tracing), Form Z, Avid (Non-linear Editing), Sound Forge

Personal Data

- Date of Birth : June 19, 1968
- Interests : Gardening, Traveling, Trekking / hiking, Music, Socializing, Cooking
- Languages known : English, Hindi, and Gujrati (spoken)
- Address for Communication and : A,33, Uttara Apts, Jankalyan Nagar,
Permanent address Malad (W), Mumbai
- Mobile : +91-9892268882
- Email : an.eraser@gmail.com

References: Available on request.