**ARVIND SRIVASTAVA**

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**EXECUTIVE PROFILE**

Result oriented business leader with 28+ 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 28 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 Nov,20 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:** Pivotallystarted this business in Nov’19 and successfully started operation in 12 major cities till Mar’20.

**Apr’14 - March’19 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

**Mar’11 to Apr’14 with Sonear Plywood Ind. Ltd., New Delhi, General Manager – Projects**

**Role:**

* Supervising projects across India with over **50% annual sales turnover** in projects.
* Overseeing the sales of **premium product (LTW – Life Time Warranty)**; managing the development of the distribution network, conceptualizing the sales strategy,
* Coordinating and interacting with Clients, **Architects, Contractors and Consultants** for the projects.
* Rendering leadership and guidance to the marketing team in bringing in new business.
* Driving productivity of marketing plans & projects, monitoring, reviewing and reporting on all the **marketing activities & reporting results**.
* Designing, implementing and facilitating annual marketing plan, supporting & facilitating the development & implementation.
* Identifying, developing and directing the implementation of business strategy.
* Planning and managing the sales & marketing resources according to agreed budgets; **managing key accounts.**

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

**Attainments:**

* Credit of rendering the idea of initiating rural sales distribution which turned out to be the biggest initiative; actively involved in the policy making of the same.
* **Mar’05 to May’09 with Sarda Plywood Industries Ltd., New Delhi,GM (Sales & Marketing)**

**Attainments:**

* Credit of managing pioneer launch of 2 new products –a premium range called Duro Titanium and a Ply with designer fabric pasted on that for new interior look.

**PREVIOUS WORK EXPERIENCE**

**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**