**BHUSHAN SHIMPI**

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**HIGH-PERFORMANCE BUSINESS DEVELOPMENT PROFESSIONAL WITH 13+ YEARS OF RICH EPERIENCE IN**

**Strategic Planning and Channel ~ Sales & Marketing ~ Business Development ~ Operations Management**

Dynamic in orchestration of business start-ups, turnaround, strategic planning, product development, market entry strategies, competitor analysis and growth ventures

**PROFILE SUMMARY**

* Senior Sales Leader with cultural acumen & extensive record; creating near-constant revenue through perpetual relationship cultivation among global corporations

**Competencies Include**

* Business Operations
* Strategy Planning
* Key Account Management
* Performance Assessment
* Team Management
* Operations Management
* Sales & Marketing
* Dealer Development
* Product Management
* Channel Sales Management
* Revenue Expansion
* Business Development
* Market Intelligence
* Team Supervision / Trainings
* Currently working with **GM Fabrics Pvt.** **Ltd, Mumbai as Regional Sales Manager**
* Quick in turning around underperforming business and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation.
* Comfortable interacting with multiple levels of team, management and staff from different geographical areas.
* Expertise in sustaining long-term partnerships with various channels; managing day-to-day operations to ensure meeting of service, cost, delivery and quality norms.
* An impressive communicator with honed interpersonal, team building, negotiation and analytical skills.

**Personality Traits:**

* A self-motivated, highly passionate, result oriented, energetic & articulate leader with great respect for people, process and innovation
* Have lead by example; known for clear thinking, flawless execution.
* A go getter with a “Can Do” attitude, excellent analytical skills, and a great eye for detail

**PROFESSIONAL EXPERIENCE**

**Since February’19: GM Fabrics Pvt. Ltd, Mumbai as Regional Sales Manager**

**Assigned Regions : Punjab, Rajastan, Haryana, Andhra Pradesh, Telengana, Jammu and Mumbai.**

Key Result Areas:

* Responsible for all business targets of the Territory – Mumbai, Rajastan, Punjab, Haryana, Jammu, Andhra Pradesh and Telengana.
* Managing Existing Channel Partners
* Thoroughly reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes
* Interacting with subordinate managers for planning strategies as per their requirement; participating in management review
* Track and Report Sales Performance of Dealers on Daily, Weekly and Monthly basis.
* Proficiently appointing new dealers and maintain healthy business relation with existing dealers
* Strategizing long-term business directions of the region Channel Development, Sales & Marketing Management, thereby ensured maximum profitability in line with organisational objectives
* Potential mapping of the market.

**November’17 - January’2019: Eastern Mattresses Pvt. Ltd (Sunidra Mattresses) as Area Business Manager**

**Assigned Regions: Maharashtra, Madhya Pradesh and Goa**

Key Result Areas:

* Responsible for all business targets of the Territory – Maharashtra, Madhya Pradesh and Goa.
* Managing Existing Channel Partners
* Handled 2 Depo Operations (Mumbai and Pune).
* 6 Business Officers were Reports To Me.
* Track and Report Sales Performance of Dealers on Daily, Weekly and Monthly basis.
* Positioning of products to ensure maximum dealers profitability.
* Potential mapping of the market
* Ensure day to day smooth running of Depo operations particularly on deliveries as per promise & other dealer related issues

**December’13 – November’17: Bindal Coir Private Limited, Mumbai as Area Sales Manager**

**Assigned Regions: Maharashtra**

Key Result Areas:

* Responsible for all business targets of the Territory – Maharashtra including Mumbai.
* Managing Existing Channel Partners.
* 3 Business Officers (On Roll) were Reports To Me.
* Track and Report Sales Performance of Dealers on Daily, Weekly and Monthly basis.
* Positioning of products to ensure maximum dealers profitability.
* Potential mapping of the market
* Ensure day to day smooth running of Depo operations particularly on deliveries as per promise & other dealer related issues

**May’10 – December’13: Godrej and Boyce Mfg. Co. Ltd., Mumbai as Sr. Sales Executive**

**Assigned Regions: Mumbai**

Key Result Areas:

* Responsible for all business targets of the Territory – Mumbai.
* Managing Existing Channel Partners.
* 3 Business Officers (On Roll) and 6 Off Roll Officers were Reports To Me.
* Track and Report Sales Performance of Dealers on Daily, Weekly and Monthly basis.
* Positioning of products to ensure maximum dealers profitability.
* Potential mapping of the market
* Ensure day to day smooth running of Depo operations particularly on deliveries as per promise & other dealer related issues

**March’08 – January’10: Next Retail India Ltd as Sales and Operation Officer**

**Key Achievement**

* Started Direct Dealer Marketing at New Area Like Punjab and Haryana in GM Fabrics.
* Introduced and developed a new Brand like Bindal Coir and Sunidra Mattresses in a highly competitive market such as Mumbai and Pune.
* Developed all Product Line, Price structure, Margins as per taste of Market In Bindal Coir and Sunidra Mattresses.
* Given confidence to top management to start two new factories at Bhiwandi Exclusively for West Zone In Bindal Coir.
* Successfully done dealer meet and new product introduction at area I Handled.

**ACADEMICS**

* **Master of Management Studies (Specialization in Marketing) in 2008** from Mahatma Gandhi Institute of Management Studies and Research, Mumbai University with First Class.

Did summer project for Parle Agro.

**Project Name:** - Business Development.

* **2005 Bachelor of Commerce** from Birla College, Mumbai University with First Class
* **2002 Higher Secondary Certificate** from Birla College with Second Class
* **2000 Secondary School Certificate** from Saraswati Mandir School with First Class

**Computer Proficiency**

* Knowledge of Ms-office, Internet Explorer.
* Knowledge of Operating System, Windows 98, XP, 2000

**PERSONAL SNIPPETS**

**Date of Birth:** Feb 16th, 1985 **| Address:** 1301 Athens, Triveni Laurel, Beside Kalyan RTO, Kalyan (W) 421301 **|**

* **Languages Known:** English, Hindi and Marathi **| Interests:** Customers are one of the major interests, which motivated me to specialize and build my career in marketing, Interest in going out with friends has helped me to explore new places and also in learning various human emotions, beauty-nature and different phases of life. Making new friends, gathering with friends, driving bike.