VISHAL KIRAN RAINA

Contact No: +91- 88600 07739

E-Mail: veshal.raina@gmail.com

- Seeking challenging positions in Business Development, Sales & Marketing, Project Management, Channel Management & Man Management with leading organizations.

|  |  |  |
| --- | --- | --- |
| Core Competencies Entails: |  |  |
| - Cost / Expense Planning | - Channel Management | - Revenue Maximization |
| - Market Share Enhancement | - Market Segmentation | - Competitor Analysis |
| - Territory Expansion | - Product Promotion & Launches | - Project Management |
| - Brand Awareness | - Identifying Key Accounts | - Quality Service |
| - Relationship Building | - Customer Satisfaction | - Recruitment |
| - Team Building | -Training & Development | - Performance Monitoring |

# Areas of Expertise:

 Analyzing business potential & executing strategies to drive sales, augment turnover, and achieve desired targets.

 Monitoring competitor activities and devising effective countermeasures.

 Identifying, qualifying, and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

 Enabling business growth by developing and managing a network of Channel Partners across assigned territories.

 Guiding & training Partners to accomplish set revenue and business targets.

 Interfacing with individuals / key persons among Corporate for ascertaining requirements, making presentations, and delivering need-based product solutions.

 Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.

**OCCUPATIONAL CONTOUR**

1. Business Manager – Jammu Province

**HSCFortune Pvt Ltd (Authorized Distributor of Tata Tiscon- Tata Steel Limited)**

Dec’2020 till date

Assumed charge as Business Manager, managing Channel Business for Tata Tiscon TMT Rebars in the entire Jammu Province. Handling a team of 9 dedicated Area Sales Officers in the region and 2 Customer Service Engineers.

1. Senior Manager – North Zone

**Singapore Sourcing Technologies Pvt Ltd. March 2020-June 2020**

Assumed charge as Senior Manager Sales- North with a mandate to drive Laminate Flooring business across Northern Region.

Team Size: 9

1. Branch Product Head- Professional Luminaires

**Havells India Limited April 2019 – August 2019**

Assumed charge as Manager- (Branch Product Head) Professional Luminaires at Jammu Branch Office. with a mandate to drive the Sales of LED Lighting Luminaries. Business Development through State Government Agencies / MES / CPWD / Industrial Sales / B2B, Institutional Sales & Channel Sales.

Team Size: 4

Handled the entire Jammu Province.

1. Area Manager- North Zone

**Venture Lighting India Limited Jan 2018 – Dec 2018**

Assumed charge as Area Sales Manager-Sales & Marketing, with a mandate to drive the business development and expansion initiatives of LED Lighting Luminaries. Business Development through / MES / CPWD / Industrial Sales / B2B, Institutional Sales & Channel Sales.

Team Size: 9

1. Senior Manager-Sales North Zone

**BVG INDUSTRIES PVT. LTD ( April 2016 – October 2017)**

Assumed charge as Senior Manager-Sales & Marketing, with a mandate to drive the business development and expansion initiatives of Laminate Wooden Flooring/ Engineered Wooden Flooring / Cladding, Carpet Tiles & Wallpapers. Business development through Architects / Channel Partners.

Team Size: 16

1. Manager-Sales- North Zone

**Tamura Elcomponics Technologies Pvt Ltd (September 2013 – March 2016)**

Assumed charge as Manager-Sales & Marketing, with a mandate to drive the business development and expansion initiatives of LED Lighting Luminaries. Business Development through Architects / Hospitality Sector / Healthcare / Govt. depts. / Organizations Approval. Responsible for product approvals from Indian Railways, DMRC, MES, CPWD, BHEL, NTPC & Dealer-Distributor Network, Responsible for product approvals through architects, interior designers, and project management consultants across North India, with a focus on creating sustainable and highly engaged relationships leading to favorable brand loyalty. Also driving the initiatives related to B2B loyalty and engagement programs, pre and post-sales service experience including complaint redressals & improving the contribution of value-added products to total sales portfolio with a focus on improved ROI.

Team Size: 6

1. Regional Sales Manager-North

[**Merino Industries Ltd (Merino Group)**](https://www.linkedin.com/company/1606217?trk=prof-exp-company-name) **August 2012 – August 2013**

Managed Sales and Marketing operations of Decorative Laminates & Restroom Cubicles in the Entire North Region through a team of 10 Sales Professionals. Was instrumental in Sales Process Documents, Training Documents, Branding and Promotional documents, and MIS framework for Sales & support functions.

Achieved regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.

Meets regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions. Business development through meeting Architects/PMC/Builders/Dealers.

Team Size: 11

1. Deputy [Manager Sales & Mktg](https://www.linkedin.com/search?search&title=Divisional%2BManager%2BSales%2B%26%2BMktg&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[**Goldwyn Limited**](https://www.linkedin.com/company/1181212?trk=prof-exp-company-name) **(April 2009 – July 2012)**

Goldwyn Ltd. is an ISO 9001:2008 quality certified company engaged in the Engineering, design & manufacturing of LED lighting fixtures. Equipped with a well-defined R&D, design section, quality department, PPC unit, manufacturing processes & modern machinery, state-of-the-art photometry laboratory, a state-of-the-art plant, it produces an LED luminaire product range covering most indoor as well as outdoor applications including solar streetlights. Business Development through Architects / Govt. depts. /Organizations Approvals & Dealer-Distributor Network.

Team Size: 1

Region Handled: Delhi / NCR

1. [Junior Technical Officer](https://www.linkedin.com/search?search&title=Scientist%2BB&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[**National Aerospace Laboratories**](https://www.linkedin.com/company/562481?trk=prof-exp-company-name) **(January 1998 – December 2008)**

**SARAS PT-1** (14-Seater Civil Aircraft) - Actively involved with Equipping, Erection, Scheduled/Un Scheduled maintenance of Hydraulic systems, Pneumatic systems, Environmental Control Systems, Fuel Systems & Engine testing, and Installation.

Actively involved as a part of the Ground Crew team for managing Flight Operations of SARAS.

Qualified trainer for PT 6A-66 Turbo Prop Engine.

**Certifications:**

* Hartzell Propeller (Overhaul & Assembly)

**Achievements:**

* Designed test rig for ECS (Environmental Control System for SARAS- PT1).
* Best Engineer for the year 2003-2004 for successfully managing Hydraulic Testbed for Landing Gear Operations.

**HANSA-3 (Pilot Trainer)** - Actively involved with Equipping, Erection, Scheduled/Un Scheduled maintenance & Flight Operations.

**Certifications:**

* Rotax 914F3 (Approved by DGCA-Govt of India)

**ACADEMIC CREDENTIALS**

**1993-1997 Aircraft Maintenance Engineering (Specialization -Air Frame & Engines)**

**PERSONAL DOSSIER**

**Date of Birth: 17th July 1975**

**Permanent Address: House No: 522, Colonel’s Colony, Hazaribagh Lane, Bohri, Jammu 180 002**

**Marital Status: Married**

**Languages Know: Kashmiri, Hindi & English**

**Traits: Performance-oriented, excellent**

**Communication & interpersonal skills, leadership skills, thrive in both Independent & collaborative work, highly competitive.**