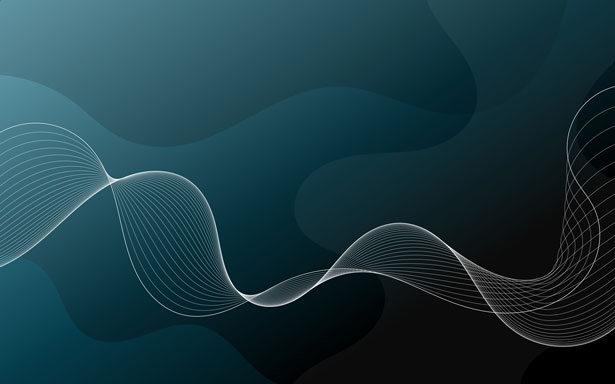
**Prakash Chaudhary** : +9412813907 : prakashchaudhary.agra@gmail.com

**ACCOMPLISHED SALES AND MARKETING MANAGER, TURNAROUND LEADER, AND GROWTH STRATEGIST**

**⯍Sales & Marketing Management ⯍Service Management ⯍Strategic Planning ⯍People Management**

*Accomplished Sales and Marketing Manager with 16+ years of proven excellence. Well-versed in assessing risk, developing solutions and implementing positive changes to achieve sustainability and growth in challenging market conditions. Adept at building and strengthening business and customer relationships. Currently seeking senior positions in Sales and Marketing with an organization of repute.*

**Thought leader and a strategist, with over 16+ years of proven track record in accelerating revenue growth with key focus on topline and bottom-line profitability in association with the renowned organization.** Solution-driven, customer-centric individual with significant experience in handling aspects of service functions. Currently associated with Savatri Engineering Industries as Senior Sales Manager.

A visionary professional capable of visualizing the ‘Big Picture’, having demonstrated success in establishing organizations as market leaders by penetrating new markets, strengthening the **distribution network, driving initiatives, launching new products and implementing strategic road maps.**

**Turnaround specialist with proven competencies in handling challenging assignments, achieving record-breaking targets and transitioning businesses into profit centers by implementing best practices and adopting an integrated marketing approach.** Enjoys introducing innovative ideas, implementing new processes, streamlining workflows and capable of developing High Performance Teams through training.

**Results-oriented Leader, Recognized for leading turnarounds and making the organization ready in rapid-change environments.** Overcame complex challenges using experienced backed judgement, extensive multi-lingual / multi-cultural people, market & process knowledge, strong problem-solving & analytical skills.

**Key Skills**

|  |
| --- |
| Customer Relationship Management Conflict management Revenue Management  Service Management Strategic Planning Team Development  Business Development Sales and Marketing Management Distribution Management  Client Coordination Product Management Resource Management |

**Employment Scan**

***Sep’20 - Till Date: Savatri Engineering Industries as Senior Sales Manager***

***Jun’2016 - Aug’2020: Parnami Logistics as Senior Sales Manager***

***Dec’14 - May’2016: Prakash Industries as Sales Manager***

***Oct’08 - Nov’14: Abhishek Enterprise as Marketing Manager***

***May’06- Sep’08: Airtel Broadband and Telephone Services as a Team Leader***

***Sep’05 - Apr’06: Denave India Pvt. Ltd. as Sales Promoter***

* Contributing towards the business growth and efficiently handled the sales and operations management for the entire country.
* Exceeding the targets consistently by way of efficient sales planning & forecasting, strengthening the distribution set-up, providing training to the business partners/distributors and designing new operating models for revenue enablement.
* Providing leadership in proactively addressing business challenges, improving the visibility through marketing drives, ensuring right Investments, setting sales targets, monitoring & supporting KAMs, GLs to achieve regional targets.
* Making inroads into new markets by strengthening relationships with the decision-makers and key buyers in pre-sales negotiation stages after giving presentations to prospective clients and generating inquiries.
* Leading and coaching the Sales Team to achieve Company's Sales, Service, Divisional targets & other important KPI’s (Market Share, Profitability, Cash Flow, Employee retention etc).
* Spearheading operations by being involved from scratch to scaling up, conducting competitive analysis and have been instrumental in establishing the organization as a business leader by expanding the channel presence in the market for beating competition.
* Translating strategies into actionable results and maximising business profitability by way of effective product portfolio planning, setting up a robust distribution framework and penetrating in the new markets.
* Effectively working to enhance the Loyalty index by having empathy towards customers and addressing their issues proactively.
* Interfacing with key influencers for ascertaining requirements: managing customer-centric operations and ensuring customer satisfaction
* Maximizing customer satisfaction level by monitoring customer complaints and handling customer grievances and resolving their issues for customer retention.

**Technical Forte**

* Well-versed in MS Office, Tally, Windows Operating System, and Internet Applications

**Academia**

* **B.Com:** BR Ambedkar University, Agra, 2003

**Personal Details**

**Date of Birth:** 12-04-1983 | **Languages Known:** Hindi and English | **Location:** Agra, India