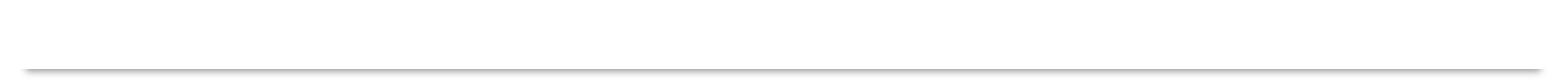
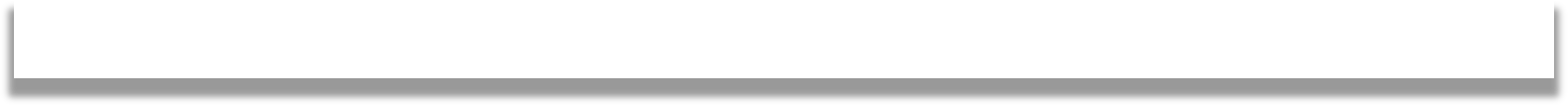
Arindham Dey

+91 9824264071| [deyarindam24@gmail.com](mailto:deyarindam24@gmail.com%20%20)



**Sales & Marketing, Business Development, Channel Management, Business Analysis Expert for a Mobile & Telecom Industry**

Expertise in Sales & Marketing, Business Development, Product & Distribution/Channel Management, Strategic Planning, Relationship Management and a dynamic, multi-task professional with **27+ years** of experience in Media Advertisement Publication, Mobile & Telecom, Printing & Packaging and Hygiene Industries.

Good interpersonal, communication, analytical, team player, organizational skills and expertise with demonstrated abilities to lead the comprehensive growth of the organization

## Highlights:

* Rewarded with a foreign trip to Shanghai, Taiwan and Barcelona on achieving of the targets in IPF in the year 2010/12/15
* Achieved 120% revenue growth right from the beginning of IPF journey
* Promoted as a ‘Gujarat Head’ from Branch Manager in IPF in 2011

# CORE COMPETENCIES

|  |  |  |  |
| --- | --- | --- | --- |
| *Sales & Marketing* | *Business Operations & Development* | *Channel Management* | *Retail Management* |
| *Product Analysis* | *Entrepreneurship* | *Innovator* | *Strategist* |

**PRESENT OCCUPATIONAL CONTOUR**

***(May 2017 – Present)***

***Manager with Curequest Lifescience LLP***

* Leading teams for running successful business operations, developing procedures and service standards for business excellence with subsequent growth every year.
* Instrumental in Business Development - sales and marketing management, planning, analyzing market trends, strategy and implementing marketing activities, establishing healthy business relations with domestic and overseas buyers and accelerating business growth.
* Key in devising and implementing product launches/promotions/marketing activities for launching new products, streamlining pre-existing processes to enhance efficiencies, minimizing operational time & costs, brand building
* Creating initiatives, designing events, planning of merchandising and execution of these marketing events for increasing sales drive.
* Developing channel sales and distribution management to expand product reach and partnering with Retail partners to promote products and monitor sales performances
* Managed distributors NGO’S OEMs and channel network in various states of India and generated sales with channel and retail sales
* Successfully added/enhanced new distributors to improve overall business growth.

# PREVIOUS ASSIGNMENTS

## September 2002 – April 20017 : Gujarat Head with IPFonline Ltd, Chennai posted at Ahmedabad and later shifted to Vadodara to look after their entire space selling of their magazines IPF, ITJ and APF and their B2B portals.

* Managed space selling of their India’s First industrial magazines **Industrial Products Finder** a 50 years old magazine now and a more than 100 years old textile magazine **The Indian Textile Journal** through various advertisement campaign of the clients in these magazines and B2B portal.
* Successfully achieved monthly targets and even over achieved sometime through yearly advertisement contracts of 6/12 months insertions.
* Administered Seminars with the industrialists and Special Focuses issues on various industrial category segments in the monthlies to generate extra revenues.
* Monitored/Analyzed business prospects from various industrial region of Gujarat with the help of sales executives to complete acquisition of the new clients, sales targets and achieved business development goals
* Responsible for MIS management, report management through competitor tracking, market penetration, monthly gross and sales number, accountable for Marketing team and Sales Representatives team management and shared performance reports with Stakeholders ILFS and HDFC Bank

## September 2000 – July 2002 : Sales Manager with Monarch Fiber Foils to look after their packaging products sales of Fiber Drums to all the Chemicals and Bulk Drugs industries in Pan India.

* Managed Fiber Drums sales to the various Bulk Drugs and Chemicals manufacturing industries like Lupin Laboratories, Cadila, Zydus, Meghmani, Dr.Reddy’s Lab, Aurobindo Pharma, Ranbaxy, Hindustan Biotech and others for their domestic and export packaging of their products.
* Found out the users of the Fiber Drums from various parts of India and successfully achieved the yearly targets to meet the turnovers of the company.
* Administered new product like square Fiber Drum instead of round to save the space in the containers for the export where larger volume of material can accommodates and save the ocean freight.
* Extensive travelling to meet the clients from various parts of India to know their requirement and solve their problem in packaging related issues in the logistics and provide better solutions for it.
* Responsible for acquisition of new clients every year through competitor tracking, market penetration and achieving of the sales number revenue wise.

## August 1999- July 2000 : Territory Representative A.T & T for marketing of the Gujarat’s first Mobile Handsets and Sim Card launch posted at Vadodara.

* Managed prepaid distributors channel network & 611 Retail Sales Points (RSP’s), FOS, generated channel and retail sales
* Successfully achieved 100% targets and even over achieved at regular intervals
* Administered new Prepaid & PTB activations (Acquisitions) and their revenues
* Monitored/Analyzed business prospects to complete mass Prepaid & PTB acquisitions, sales targets and achieved business development goals
* Responsible for MIS management, report management through competitor tracking, market penetration, monthly gross and sales number, accountable for Marketing team of Distributors & Sales Representatives team management and shared performance reports with Stakeholders

## April 1997 - June 1999: Worked with Nova Data Pages P. Ltd. Ahmedabad, as a Territory Manager, posted at Vadodara for all Gujarat compilation of G.I.D.C. Industrial Directory.

* Generated revenue from the Advertisement sales and managed the team to achieve their targets.
* Successfully achieved 100% targets and even over achieved at regular intervals.
* Administered new projects coming up on the various industrial categories and their revenues.
* Monitored/Analyzed business prospects to complete each month sales targets and achieved business development goals
* Responsible for MIS management, report management through competitor tracking, market penetration, monthly gross and sales number, accountable for Marketing team of Distributors & Sales Representatives team management and shared performance reports with H.O. at Ahmedabad.

# ACADEMIA

* B.Com from Calcutta University.
* ISC from Scottish Church Collegiate School. Kolkata.
* I.C.S.E. from Julien Day School, Kolkata.

# PERSONAL BRIEF

* Languages Known: English, Hindi, Bengali and Gujarati
* Address: A9/304, Mangla Green, Near Uma Vidyalaya, Tarsali, Vadodara – 390009,Gujarat.