



SHEKHAR KUMAR

A versatile, accomplished & goal-oriented professional with expertise in **Business Development and Channel Management** with proven track record of delivering consistent business results through strong leadership and application of best management practices.

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📁 Areas of Expertise

Strategic Business Planning	★★★★★
Market Analysis/Expansion	★★★★★
New Business Development	★★★★★
Distribution/ Channel Management	★★★★★
Market Intelligence	★★★★★
Strategic Sales Planning	★★★★★
Customer Relationship Management	★★★★★
Team Management & Trainings	★★★★★

🧠 Profile Summary

- **Strategic Leader** with expertise in spearheading **B2B, B2C and Direct Sales**; offering nearly **21 years** of rich experience in expanding the market with innovative Sales & Marketing strategies in FMCG, Telecom industries
- Recognized for achieving by developing **strategy & plans for organization's business operations**; conceptualized & developed **new business strategies** which led to an increase in turnover & profitability of the organization
- Enhanced **organizational reach and market share** through combined multi-disciplinary experience; **managed key dealers & accounts**, and maintained a long-term relationship with customers
- Expert in **setting up new initiatives**, managing marketing operations, creating strategic marketing plans & budgets, developing product campaigns, conducting market research studies, reviewing marketing plans and organizing various events
- Displayed paramount efforts in managing **complete turnaround of the zone** from **bottom zone to Top 10 Zones** in **Bharti Airtel Limited**
- **Leader & Organizational Change Agent**, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth

📅 Career Timeline



📁 Work Experience

Jan'19-Present with Tata Sky Broadband Pvt. Ltd., Jaipur as Regional Head –North & West

Key Result Areas:

- Delivering **top-line and bottom-line revenues** for the products portfolio; developing, reviewing and reporting on the business **development strategy**, and ensuring the strategic objectives are well understood and executed by the team
- **Providing proactive leadership** in steering entire business operations including integrated marketing, branding and communication strategy; execution to establish the brand and enable expansion strategy and business development
- Performing **monthly sales forecasting & competitive analysis** to determine accurate performance levels & need for growth into current and additional product categories
- Heading **business planning and performance management of channel partners**, including development & execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting of constructive meetings
- Developing brand promotion programs to promote key messages and create positive perception & awareness
- **Designing & implementing BTL** activities in line with brand objective to develop consumer connect for the brand/product that ensures maximum reach
- Building a strong **distribution network** for achieving greater market reach and penetration
- Increasing leads and expanding the distribution through Retail Channel/Direct sales/Telecalling/ Cold calling
- Mentoring and retaining the top performers of the team through various R&R and engagement activities

Highlights:

- Improved market share by conceptualising and executing innovative strategies; let to Rank 2 City nationally
- Led continuous increase in the penetration from **0% to 12%** & **REV 22Cr**
- Turned City Operationally Positive
- Planned and implemented strategies and expanded the **customer base from 100 to 24000**
- Successfully attained the **extraction rate of 1%**
- Achieved the tag of **Productive & Winning Team**

Oct'13-Jan'19 with Dishnett Wireless Limited (Aircel), Lucknow as Zonal Business Head: UPE Circle

~ Managed an Annual Turnover of over Rs. 130 Cr. and 536 BTS in the Zone ~

Key Result Areas:

- Directed a team of 47 members including ZSMs, TSMs, TSEs, ZCSD, ZMM, ZTM and CC
- Expanded the horizon from smaller to larger geography across Prepaid, Post-paid, 3G, Data Business
- Acquired net revenue earning customers & achieved gross revenue, Gallup Score for the zone, maintained attrition <10%

Highlights:

- Won the National Contest "LAKSHYA"
- Acknowledged as the **1st Zone to achieve INR 10Cr Rev** on a monthly basis
- Attained BTS -FATHE Award for having lowest LUT Sites across the zone
- **Received the Rolling Trophy** and got the tag of **Best Zone**

Oct'06-Apr'13 with Bharti Airtel Limited, Rajasthan / Gujarat as Zonal Business Manager

Growth Path:

Oct'06-May'07 as Zonal Sales Manager – Manager Level - Kota Zone & 7 other districts

May'07-Sep'09 as Zonal Sales Manager – Senior Manager Level- Jodhpur Zone-Western Rajasthan

Sep'09-Apr'11 as Zonal Business Manager – Gujarat Circle

Apr'11-Apr'13 as Zonal Business Manager – Rajasthan Circle

~ Managed an Annual Turnover of over Rs. 360 Cr. and 1400 BTS in the Zone ~

Highlights:

- Steered efforts in making the zone acknowledged at **8th Rank - Nationally**
- Winner of **The National D2P Contest & Chak De** for administering turnaround of the zone & 100% compliance
- Acknowledged as winner of Achiever Club, Best Zone in Gallup, Best ZSM Award, Star of the Month & Star of the Quarter
- Developed and deployed quarterly and annual plans, programs and policies and attained **SOGA (Sale of Goods) 50%+**
- Established **Urban & Rural S&D Model roll outs** for Retail / RS-RD
- Awarded for having **2.5 Mn Customer base**
- Acknowledged as the **1st Super district to INR cross 5Cr Revenue**

Nov'03-Oct'06 with Hutchission Essar Ltd. (Now Vodafone), Rajasthan as Sr. Executive – Sales – Prepaid (Jaipur Zone & Udaipur Zone)

Highlights:

- Got promoted from **Band-6 to Band-5** within a span of 1 year basis **excellent performance and feedback**
- Executed **successful launch of HUTCH Brand** in Jaipur Zone; established total infrastructure for the same
- Launched & appointed entire **Business Partners and Retail Base** in Jaipur Zone



Previous Experience

Dec'01-Nov'03 with Gillette India Limited, Faridabad & Dehradun as Territory Sales In-charge – Sales

Mar'00-Dec'01 with Bayer India Ltd., Delhi as Sales Officer - (West & South Delhi)

Jan'99-Mar'00 with Uncle Chips Co. Ltd., Rajasthan (Udaipur) Sales Officer (Udaipur & Sri Ganganagar)



Education

- **PGDM (Marketing)** from IMT-CDL Ghaziabad in 2013
- **B.Sc.** from M.D.S. University, Ajmer in year 1997



Certification

- **Business Manager's Development Programme** certification for Bharti Airtel Ltd. from IIM, Ahmedabad in 2009



Personal Details

Date of Birth: 2nd December 1976

Languages Known: Hindi, English and Punjabi

Address: Chitrakoot, Jaipur