



AMAN SONI

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Significant exposure in Sales & Marketing operation; proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through; **targeting managerial positions in Sales & Marketing Operations**



Profile Summary

- ▶ **Career spanning over 7 years** including **over 3 years** of experience in **Sales & Marketing** that reflects hand-on and managerial experience and year-on-year success in achieving business growth objectives aligned to corporate goals
- ▶ **Proven track record of effective contributions** that streamlined operations, expanded businesses, enhanced profitability, and strengthened systems & controls
- ▶ Secured an **exceptional record of success in selling and closing a high volume of units** in a short period of time by developing creative sales events, securing lender partnerships, conducting informative business development initiatives & closing sales
- ▶ **Key member of team** that institutionalized strategic planning, control processes and systems businesses at a national level; gained various recognitions for not only the organizational growth performance but also excellence in its strategy formulation and other business processes
- ▶ Proficient in **devising efficient logistics management** system to ensure delivery of the goods as per committed timelines and cost reductions with a focus on **renovating the SCM function** into a value creation function
- ▶ **Managed sales & marketing operations** across 28 states; drove qualified traffic of 60 vendors to the door and ensured business growth opportunities aligned to company's strategic plans
- ▶ Proficient in **devising sales & business development strategies** that have elevated brands from relative obscurity, forging alliances, driving revenue & growing profits in competitive markets
- ▶ Comprehensive experience in **turning around underperforming business** and enhancing value of operating business units through process improvements focused on sales & best practice identification & implementation

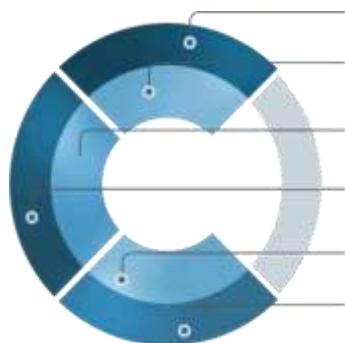


Core Competencies

- | | | |
|---------------------------|------------------------------|----------------------------------|
| ▶ Sales & Marketing | ▶ Market Research & Analysis | ▶ Marketing Strategy & Execution |
| ▶ Business Development | ▶ Strategy Planning | ▶ Brand Positioning |
| ▶ Supply Chain Management | ▶ Network Management | ▶ Product Pricing & Promotion |



Soft Skills



Communicator

Detail Oriented

Relationship Management

Positive Attitude

Planner

Analytical



Education

2019: MBA in Logistics & Supply Chain Management, University of Petroleum and Energy Studies, Dehradun

2013: B.Tech. in Chemical Engineering, Jaypee University of Engineering & Technology, Guna



Technical Skills

- ▶ JD
- ▶ SAP
- ▶ MS Excel
- ▶ MS Word



Career Timeline

Sep'20 - Present | National Sales Head | Unimarck Pharma India Ltd., Delhi

Feb'19 - Aug'20 | Business Development Manager | Unimarck Pharma India Ltd., Delhi

Sep'14 - Aug'17 | Senior Process Engineer | Pernod Ricard India Ltd., Gurgaon

Jul'13 - Aug'14 | Executive Engineer | Radico Khaitan Ltd., Delhi



Professional Experience

Sep'20 – Present | National Sales Head | Unimarck Pharma India Ltd., Delhi

Key Result Areas

- ▶ Formulating pricing and go-to-market strategies for new product such as product launches, promotions & events; creating innovative product concepts and offering for entry into new markets for over 40 Cr. of Pharmaceutical business; enhancing product and service offering
- ▶ Developing strategies and tactics to boost the company's reputation; driving qualified traffic of 60 vendors to front door
- ▶ Driving business of 40 Cr. sales Pan India and spearheading India's 25 % purchases of Generic Division (Third party)
- ▶ Successfully achieving 80.95% of growth rate from 21 Cr. in 2020 to 38 Cr. in 2022 in time span of only 2 years
- ▶ Steering logistical functions for products including distribution, delivery, C&FA, and C&F operations; introducing improvement in supply chain functions by redeveloping distribution plans to improve efficiency
- ▶ Monitoring a team over 35 members; tracking performance and ensuring deliverables are within agreed SLAs as well as suffice with standards set by the organization
- ▶ Expanding business by sourcing new partners and maintaining efficient business relationships with existing partners to enhance profitability of business operations
- ▶ Coordinating with the Senior Vice President and Directors; measuring and reporting on the performance, gaining insights and assessing on the goals
- ▶ Leading negotiations, coordinating complex decision-making process and overcoming objections to capture new business opportunities

Feb'19 – Aug'20 | Business Development Manager | Unimarck Pharma India Ltd., Delhi

Key Result Areas

- ▶ Steered tactical activities of company including sales, key account, marketing, technical service, finance and operations with objective of maximizing growth and profitability
- ▶ Successfully achieved 31.25% of growth rate from 16 Cr. in 2019 to 21 Cr. 2020 in time span of only 1 year
- ▶ Managed the entire gamut of go-to-market activities such as product launches, promotions & events; created innovative product concepts and pioneered entry into new & challenging territories
- ▶ Led negotiations, coordinating complex decision-making processes, and overcoming objections to capture new business opportunities
- ▶ Built strategic relationships and partnered with key industry players, agencies & vendors
- ▶ Maximized sales opportunities, proactively created new opportunities and achieved sales targets; developed and managed relationships with industry partners and worked with them on business growth opportunities
- ▶ Identified, developed & evaluated marketing strategy, based on knowledge of establishment objectives and market characteristics; balanced firm objectives and customer satisfaction
- ▶ Led a team of over 60 field sales staff to control undercutting, control debt, increasing HD and business transparency

Sep'14 – Aug'17 | Sr. Process Engineer- Strategy & Planning | Pernod Ricard India Ltd., Gurgaon

Key Result Areas

- ▶ Executed planning, scheduling, cost evaluation & procurement of materials according to the market trends
- ▶ Prepared work plan schedule to complete the orders as per order data sheet form and planning list
- ▶ Scheduled workload as per planning list & ensured the production deliveries are met according to the dispatch plan
- ▶ Processed & followed up with sub-contractors and ensured products are delivered as per planning schedule
- ▶ Ensured effective utilization of resources such as manpower, machine and material for assembly

Jul'13 – Sep'14 | Executive Engineer | Radico Khaitan Ltd., Delhi



Trainings

- ▶ Attained major training during MBA in Saurav Chemical Ltd., Derabassi, Punjab in the Warehouse Department
- ▶ Industrial visit during MBA:
- ▶ MJ Logistic , New Delhi
- ▶ Nestle India Ltd , New Delhi
- ▶ Wartsila , Mumbai
- ▶ Future Supply Chains, Mumbai
- ▶ Acquired training in Indian Farmers Fertilizer Cooperative LTD. (IFFCO) Aonla Plant at Bareilly in 2012
- ▶ Undertaken training in ONGC (IDT) Dehradun in 2011; worked on project formulation of non-damaging drilling fluid and evaluation of various mud clean-up systems
- ▶ Industrial training in 'Production & Quality Control Department' at Jaypee Dala Plant, a unit of Jaiprakash Associates Limited (Cement plant) in 2012



Academic Projects

MBA Project: Role of Logistical Barriers & Enablers in Indian FMCG Sectors

MBA Project: An evaluation of application of logistics and supply chain management techniques in the mega supply chain

B.Tech. Project: A Minor project in 6th semester on water treatment through coagulation

B.Tech. Project: Major project in 7 & 8 semester on Integrated Gasification Combined Cycle (IGCC) power plant (>500mv) with pre-combustion carbon capture



Extracurricular Activities

- ▶ Secured the first prize in E-DEX TV in Dextra Technical Festival in 2012
- ▶ Selected as the co-coordinator in Dextra Technical Festival in 2012
- ▶ Attended the work shop on Disassemble and exploit the core of CPU in IIT-KANPUR in 2011
- ▶ Appeared in the workshop on Hack the web in IIT-KANPUR in 2011
- ▶ Acted as a co-coordinator of Security Activities of Cultural and Technical Committee of College
- ▶ Participated in college and school level dance competition and stage shows



Personal Details

Date of Birth: 3rd June, 1991

Languages Known: English & Hindi

Address: Vaishali, Delhi- 201014