



Sharath Addapa

[BizDevelopment\(Sales\),Marketing \(Branding,Advertising\),RuralOutreach,Strategy\(Planning, Project Execution\), P&L Operations ,People Management /Team Management ,Startup Growth](#)

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A Global Senior Management executive a thought & inclusive leader,cross functional collaborator with over 27 yrs of experience in sectors like Healthcare /FMCG (Beverages/Beauty/Hair/Detergent) Retail/Durables/Telecom/Media Ops /Management & Strategic Consulting leveraging experience in Marketing Communication / Corporate Strategy-Planning-Execution/Sales-BD/. Rural Distribution/Outreach .Demonstrated Startup success and being a strategic partner to leadership /clients giving them direction & communication & catapulting Firms, SBU's, Div, branches in to profit centre heads with consistent Top line & Bottom-line achievement.

CORE COMPETENCIES

Turnaround & Inclusive Leadership ,Strategic and Management Consulting ,Business Development, Marketing, Branding (Brand Strategy & Execution) Advertising, Go-To- Market (GTM) Execution,Strategy, Strategic planning/execution, Market penetration, Digital Marketing, ATL ,BTL,Pricing Strategies, Revenue Strategies Corporate Strategy, Rural Mktg/outreach, Distribution, Retail,Sales ,Channel Sales, Corporate sales,B toB, B to C,Profit centre mgmnt ,People management,Team management, Cross functional engagement./coordination ,Profit & Loss Management (P & L), Startup Success.

EXPERIENCE

INVICTUS CONSULTING PVT LTD

VISHAKHAPATNAM,INDIA

***Sr Vice President (Head-Country Ops)
Marketing/BD/Strategy/P&L Ops***

Jan 2010-To Date

- Heading country ops Mktg/BD/Strategy/P&L as core responsibilities
- Achieved a benchmark figure of 75 crores in Topline sales & healthy bottomline by 2019-20

- Brought revenue increase by 40% and profits in double digits consistently for 5 yrs
- Added 53 new MSME clients in **Education,fmcg,healthcare,chemicals** etc in to the fold
- Enrolled,trained 20 CP;s leading to increase in Topline 20% and bottomline by 30%.
- Launched Go-To-Market Strategy & Execution /Branding /Rural/Digital/Mgmt/Software initiatives for **52 clients across geographies of India/APAC /US/UK/Middle East.**
- Ensured **maximum market penetration, leading turnaround management initiatives; ascertain product sales potential in new and existing markets in line with consumer preferences for 36 new clients in different categories /SME/MSME.**
- Been a strategic partner ,supporting leadership on service transformation ,operational aptitude ,organizational initiatives & planning and fulfilling goals for the business in line with leadership's vision and also our client's vision ensuring delivery of growth and shared objectives executing corporate strategy on the ground.**

OGILVY & MATHER PVT LTD

HYDERABAD,INDIA

State Head-Activations/Rural Outreach

Sep 2004- Dec2009

-MARKETING/BRANDING/ADVERTISING/RURAL ACTIVATION/BRAND LAUNCHES/EVENT MANAGEMENT/PROFIT CENTRE MANAGEMENT/STRATEGIC PLANNING/MEDIA PLANNING/ATL/BTL/CLIENT SERVICING.

-Handled brands like Bru ,RedLabel,Green Label,Taaza (Beverages) Fair & Lovely(Beauty& Skin), Lux, Vim, Wheel, Rin, Gold flake, Aten-h, and Active4t ,Bosch & brought them to reckoning in terms of sales no.s in a fiercely competitive market with excellent execution of marketing campaigns in rural&urban AP.

-Devised innovative campaigns for Haywards-5000, Gold flake filter (small), Bru, Castrol Active 4t, Aten (Zydus Cadilla)which led to a major brand, recall for the respective brands among the target audience.

-Best branch awards for executing projects like Lux Promo, ITC rural, HLL-Pracharini & Saraswathi projects Castrol -Ustaad Mahotsav, GL-Bru-transition campaign.

-Brought 15 new vendors into the trade with renegotiated terms and operational efficiencies built in who went on to become the major support in handling big projects by continuous training & motivation also leading to overall savings by 25%.

-Hall mark of my stint overall was targeted communication, excellent ground level execution of initiatives/ideas and working with multi-functional teams to ensure delivery of growth and shared objectives which lead to repeated biz from clients and brand recall by consumers .

RELIANCE INFOCOMM LTD

NELLORE, INDIA

Cluster Head

Aug 2002-Aug 2004

-SALES/MARKETING/PROFIT CENTRE OPERATIONS.

-110 % -115% tgt achieved in Mobile subscriptions vis a vis target for the year 2002 and 2003 in All India.

-Adjudged best branch in terms of collections across India with 89% Tgt Acd

-Achieved Market share of 40% in Nellore /Prakasam/Chittoor Districts .

VIP INDUSTRIES LTD (Formerly Blow Plast Ltd) HYDERABAD, INDIA

Area Sales –(Head-Soft Luggage/Retail/Mktg)

Apr 1997- July 2002

-Sales/marketing/profit centre operations/strategic planning/Brand promotions /brand launches,retail operations/Supply Chain /Inventory Mgmt.

-Achieved Best Sales Person in all India for 2 consecutive years (1999-2000 & 2000-2001) and received the highest number of gold stars.

-Revenue increase in Rayalaseema by 40% in moulded and soft luggage segment.

- In Coastal Andhra 60%growth in volume and 25% growth by value in low end economy segment

-Added 2000 new villages (with 30% below 5k pop strata) in terms of expansion.

-Increased the revenue in Coastal Andhra Pradesh from 15%to 55% within a year

-Recorded Andhra Pradesh as the highest revenue generating area in soft luggage segment in India.

BAYER DIAGNOSTICS (INDIA) LTD (Formerly Miles India Ltd) HYDERABAD, INDIA

Diagnostic Specialist -Sales

July 1995- Mar 1997

-Sales/marketing of High-end medical devices and biochemistry/Diagnostic kits.

-Awarded Best Salesperson in 1995 - 1996 for selling the highest number of biochemistry analyzers.

-Strategically placed biochemistry analyzers in 15 towns in AP that resulted in a recurring business of diagnostic kits.

Academia

MBA (Marketing)
Andhra University
BSc (BZC)
Osmania University

Vishakhapatnam, India
08/1993- 09/1995
Hyderabad,India
06/1990- 06/1993