

Dinesh Sonawane - Career Progression



9766 74 8484



dinesh.pune7@gmail.com



| | | | | | |
|-------------------|----------------------------|----------------------------|-----------------|-------------|-----------------|
| Chief Sales &Mktg | National Head-Retail Sales | Regional Head-Sales & Mktg | Operations Head | Branch Head | Executive-Sales |
|-------------------|----------------------------|----------------------------|-----------------|-------------|-----------------|

With over 22Yrs of rich Experience, largely into driving Sales & Marketing. Developing leadership within large Team, Strategizing robust, sustainable Channel Network. Establishing SOP's & Strategy to Maximize Sales to achieve Bottom line with a Targeted Topline with appropriate Marketing Strategy

Key Achievements:

- Oneplus-** Have Successfully developed the Offline Distribution Landscape- Objectives, Goals and Strategy.
Established offline Distribution Channel & Market Penetration Strategy within 8 months to achieve a targeted Sellout of **0.7million units** in Premium Smartphone segment and a Market share in excess of **33%** with Optimized Marketing Campaigns within Budgets ensuring positive bottom-line.
- Samsung-** Serial Award Winner “Best Regional Manager “- for 3 Quarters in a row in the year 2016, Hitting Top line Target of INR 2000 Cr Aprx. And a Market share of 34% in AV and 32% in HA Biz regaining Top Market share in AV Biz. With a Team of 400 +

Career Progression - Snapshot

| Organization | Region | Designation | Work Experience | |
|---------------------------------|--------------|---------------------------------|--------------------------|---------------------------|
| | | | From | To |
| Felidae Electric (eBike) | Pune | Chief – Sales & Marketing | 16th Jul’20 | Till Date |
| Oneplus India (Mobitech) | India/B’lore | National Head – Offline Retail | 01 st June’19 | 15 th -July’20 |
| Samsung India Electronics Ltd | West | Regional Manager-Sellout & Mktg | 12 th Apr’10 | 30 th May’19 |
| Home Solutions Retail India Ltd | Pune | Head-Store Operations & Sales | 29 th Mar’08 | 29 th Mar’10 |
| Reliance Industries Ltd | Pune/ROM | Retail Operations Manager | 15 th Dec’03 | 26 th Mar’08 |
| Berger Paints India Ltd | Pune/ROM | Branch Manager | 01 st Mar’03 | 14 th 'Dec03 |
| TVS Electronics Ltd | Pune/ROM | Channel Sales Executive | 27 th Dec’99 | 28 th Feb’03 |



M/s Felidae Electric (e Bicycles)

Chief – Sales & Marketing

Primary KRA's

Since May'20

Developing and executing the strategic plans for sales and marketing and Developing the brand of the company

Develop the company's overall branding, marketing and corporate communication strategies in line with the company's business development objectives and market characteristics and trends

Develop and manage the customer relationship management process

Maintain market intelligence on marketing propositions of competitors and trends and ensure sharing of market intelligence with the business development teams

Ensure compliance with corporate governance policies and procedures in the execution of marketing activities

Develop the sales strategy based on regional and global market research to generate business opportunities and prioritize target markets

Develop size and skills of sales team to match business development efforts

Set and meet sales targets along with the sales teams

Ensure an efficient customer service operation to respond to customer needs and complaints



OnePlus India -M/s Mobitech Creations Pvt Ltd -

National Head –Offline Retail

Primary KRA's -

Jun'2019 to 15th May'20

Offline Retail Project– Establish & Expansion of Offline Retail in India across all Channels Viz. General Trade, Modern Trade. Setup a Robust Distribution Network by adopting stringent Distribution & Brand Positioning Strategy and Achieve the budgeted Retail Sales target

Organization Structure- Building National Team & Selection Process

Exclusive Retail Stores- Identify and create criteria of Location Selection and Establishing Exclusive Experience Stores and Authorized Exclusive Stores and setting up a goal for the team

SOP For Retail – Develop & Establish a Standard Operating Process and Guidelines for Exclusive Retail Store Management

Sales Forecasting, Market Sensing & Target Setting – Set Revenue Budget, Market Share Target for the Region

Periodic Sales Review – Follow Regular Channel-wise Review mechanism in order to optimize sales efficiency and productivity

Marketing - Brand Management- Develop & implement Strategic marketing plans (ATL/BTL) for the region in order to enhance Retail Visibility to attract potential customers, retain the existing ones and maximize sellout in retail outlets

M/s Samsung India Electronics Ltd: -

Regional Sell Out & Marketing Manager

Primary KRA's - Team Size – 430 -

Apr'2010 to May'2019

Retail Sales & Operations - Achieve the budgeted Retail Sales target (MBO) across all categories in AV & DA for the region adhering to Planogram by leveraging marketing tools to gain Counter share, display share and thereby stepping up market share in terms of value and volume in premium Product Categories.

Periodic Sales Review – Follow Regular Review mechanism in order to optimize staff sales efficiency and productivity

Marketing - Plan & Execute ATL/BTL Activations for the region

Channel Development – ABC Analysis, Coordination with Channel Partners, Stakeholders for Stocks, replenishment & draft EOL liquidation strategy with team

Optimize Marketing Budgets - Maximize Profits through smart marketing initiatives & investments to ensure ROI in close coordination with stakeholders and Head Quarter.

Optimize Store Staff productivity by devising Sales incentive plan in collaboration with Stakeholders (Region/HO)

Sales Data Analysis& Market Sensing –Collaborate with Stakeholders, Channel Partners to understand the challenges in trade & Industry, customer behavior and buying pattern so as to further plan the Sellout initiative through Marketing tools

Training -Periodic Sales Team, Channel Partners trainings followed by operational audits

Liaison with Marketing Vendors to follow SOP & Manpower Staff Agencies for payroll Management

M/s. Home Solutions Retail India Ltd –

Store Head- Sales & Operations -Pune

Primary KRA's

29-Mar'08 to 29-Mar'10

Profitability – Ensure Top Line, Bottom Line Growth by maximizing Sales ensuring Positive GMROI

Retail Metrics – Ensuring winning product Assortment & Pricing, Maintain Store Hygiene

Sales Promotion – Optimize Marketing Budgets from HO for ATL/BTL campaigns to pull customer footfall

Inventory Management – ABC Analysis followed by Analyzing Per Sq.-Ft Cost to Sale Ratio thereby optimizing Employee Sales per Square feet thereby imparting training and mentoring the team accordingly

Visual Merchandizing and Stock replenishment – Right Product at right place and right time

Shrinkage control



M/s Reliance Industries Ltd– Petroleum Retail Business -

Retail Outlet Manager

Primary KRA's

15-Dec'03 to 26-Mar'08

Overall Smooth Functioning of Retail outlet (RO), &overall governance following the SOP
Customer Acquisition through loyalty programs
Achievement of Retail Outlet (RO) Targets in terms of Sales, Loss Controls, Profitability, Cost Controls
Manpower Recruitment & training in terms of Sales, & Customer Service Sequence

M/s Berger Paints India Ltd- (Rajdoot Div.)Area Manager- Pune Depot

Primary KRA's

Mar03 to 14Dec'03

Achieve Depot Sales Target
Indenting & Receivables Management, Credits & Financial Controls
Retention & Expansion of Dealer Network & Distribution Width
Draft Localized promotional schemes for Dealer Network Development
Handling and supervising Retail Sales in the assigned areas
To develop the distribution network of the company through the channel dealers & institution business.
Evolving penetration & market segmentation strategies to achieve desired targets.

M/s. TVS Electronics Ltd, (TVS Group) , PuneExecutive - Channel Sales

Primary KRA's

27Dec'99 to 28-Feb'03

Key Account Management & Empanelment of product in Major Corporate Account /Institutions & other Segments Via Authorized Dealer Partners
Handling and supervising Retail Sales in the assigned areas
To manage the Sales and Marketing operations and accountable for increasing Sales growth and increasing the market share.
To develop the distribution network of the company through the channel dealers & institution business

Key Achievement: -Among Top 5 all India Sales performers for the Year 2001

Education - BE-Electrical - 1997 – Govt. College of Engg, Karad
M.B.A- Marketing - 1999 – I.M.C.D, Pune University

D.O.B - 14.04.1974

I hereby declare that above information is true to the best of my Knowledge.

Dinesh M. Sonawane