

ANKUSH AGARWAL

CONTACT

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Location: Bangalore, Karnataka

CORE COMPETENCIES

- P&L Management
- Sales Pitch Development (B2B & B2C, LFR, Digital)
- Digital Marketing
- Data Analytics & Market Research
- Channel Building
- Strategic planning and Management
- Business Leadership
- Negotiation
- Team Management
- Innovation & Change Management
- Business Systems (SAP).

HARMAN INTERNATIONAL

(MAY 2010-PRESENT)

- DIRECTOR BUSINESS DEVELOPMENT INDIA & SAARC
- DIRECTOR MARKETING, INDIA
- SENIOR MANAGER, MARKETING

OBJECTIVE

A Result driven professional seeking a senior management position in Sales and Business Development, that leverages my expertise in transforming organizations, expansion, team development, product ideation, creating and enhancing digital footprint and forming compelling propositions for customers.

An excellent track record of delivering in 'start-ups or 'transformation' life-stages of larger organizations, which requires determination, innovation and conviction.

PROFILE SUMMARY

- Versatile professional with over 24 years of experience in Sales, Marketing and Business Development with a progressive career record elevating the profitability, visibility and performance of organizations in the most complex and competitive high end Consumer Electronics Industry in India and SAARC region.
- Modernized with a diverse background of success in Sales (B2B and B2C), Business Development, P&L Management, New product introduction, brand development, strategic planning, relationship building and channel building.
- Consistency in delivering growth targets, and winning marquee deals.
- Exceptional network across the industry value chain including diverse industry verticals.
- Remarkable experience in taking products from market inception to market leadership.
- Proven expertise in Revenue Growth and Improving Market Share.

PROFESSIONAL EXPERINCES

Experienced Dynamic Leader with a deep understanding of all aspect of US \$ 50Mn Professional Business in India. Proven track record across spectrum of roles in Sales, Marketing & Business Development.

- Build new segments within the Consumer Durables & IT segment during the challenging business environment due to the pandemic, achieved incredible first 4 months sales of over \$2 Mn.
- Achieved a 10-fold growth in the Recording & Broadcasting business during my segment ownership.
- Strategize to revive the brand and build a funnel of US \$ 2 Mn for Touring audio segment during pandemic, achieved US\$700K in Q4 '21.
- Led Business Development for HARMAN Enterprise segment, generating a funnel of \$40 Million (50% YoY business growth).
- Instrumental in building India specific NPI.
- Launched Positioning Strategy for HARMAN's new Professional Solutions & Services, building Extended Warranty Services - 'HARMAN SMART SHIELD' and other cross-sell initiatives.
- Contributed and led market strategy for 'building brand 'HARMAN' while creating Marketing Properties (IP's) such as 'HARMAN Live Arena', 'Friends of HARMAN' (FoH) and 'HARMAN Sambandh', bringing together enthusiasts, channels, distributors and end customers.
- Formulated segment specific marketing vehicles such as 'A.R. Rahman Press conference', 'Auto Expo 2012' and 'Manufacturing Plant Launch, HARMAN Pragati'.
- Designed & implemented Tier II market penetration strategy for professional range of products.

SENNHEISER ELECTRONICS

(JAN 2007-APRIL 2010)

- Marketing Manager, India

HYUNDAI ELECTRONICS

(SEPT 2004 - DEC 2006)

- Manager – Marketing and SAP Support

PENTAIR WATER INDIA

(MAY2002-SEPT 2004)

- Manager Sales & Marketing (National)

WORLDSPACE INDIA

(NOV 2000-APRIL 2002)

- Territory Manager Sales & Marketing

SAMSUNG ELECTRONICS

(AUG 1997-OCT 2000)

- Senior Executive Sales, New Delhi
- Sales Executive, New Delhi
- Management Trainee, Chandigarh

Spearheaded Sennheiser marketing campaigns for building India business and worked with global teams for specific launches.

- Mapped out and executed Sennheiser's marketing strategy for B2B and B2C markets in India, part of the select team called 'India Hires'.
- Successful conceptualization and implementation of the 'Campaign--Category Creation' for 'Headphones' and 'Microphone'.
- Instrumental in 'Brand Tie-ups' with Nokia and became partner in their 'music phone' category creation.
- Promoted brand with broadcasters such as NDTV, Aaj Tak, etc.

Elevated rapidly to lead select Products and marketing plan.

- Introduced a new brand 'HYUNDAI' in the competitive arena of CE and HA products
- Appointed as a member of the Core team for design and finalization of Sales & Distribution module of business process with implementation of 'My SAP 2004 SD Module'

Business line lead designed, developed and implemented the Sales & Marketing strategy for Residential Water Purification business.

- Generated sales turnover of US \$1 million in the first year of launch for consumer products
- Appointed a new channel network of 125 dealers for India market for the Pentair Water home purifiers range.

Being the first hires for North India, built channel for B2C and strategic partnerships (B2B) and delivered 120% of annual plan in first year.

- Devised government segment business such as with 'Mausam Vibhag' (Meteorological Department)
- Created a separate category for Satellite Radio Receivers for corporate such as Modicare.

Awarded 'BEST EXECUTIVE' for achieving highest sales in a month for premium products such as Projection Televisions, Side-by-Side Refrigerators and DVDs in Delhi region.

QUALIFICATIONS & TRAININGS

- Master in Business Administration-Marketing and Finance from Amity Business School, Noida (1995-1997)
- Bachelors in Commerce, Delhi University New Delhi (1992-1995)
- Certified Management Development Program on Strategic Brand Management from IIM-Calcutta