



## HEMANT AMBHORKAR

Expertise in implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through targeting assignments as **National Profile Sales Head** in **FMCG & FMCD** industry

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### 🖥️ Core Competencies

Sales & Marketing	★★★★★
New Business Strategies	★★★★★
Distribution Management	★★★★★
Operations Management	★★★★★
Business Development & Expansion	★★★★★
P&L Management	★★★★★
Product Marketing	★★★★★
Competitor/Trends Analysis	★★★★★
Key Account Management	★★★★★
Team Management	★★★★★

### 🧠 Soft Skills



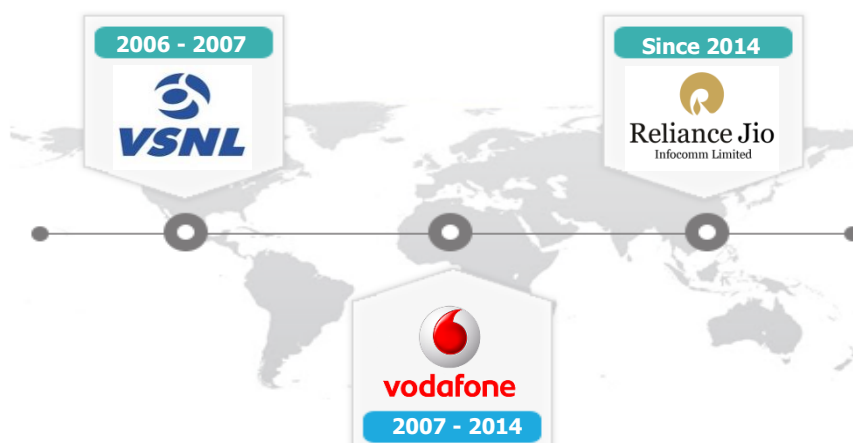
### 🧠 Profile Summary

- A strategic planner with **nearly 24 years** of extensive experience in cross-functional environment in **Sales, New Business Development & Expansion, Channel Management and Key Accounts Management**
- Offering extensive experience in **Business Planning, New Product & Business Initiative, Risk Management and Distribution Management** in multi-cultural & cross-functional environment; drove over **INR 14000 Crores** of business per annum for the organization
- **Translated business needs into a sales productivity** and readiness plan in **FMCG & Telecom** sector after performing detailed needs assessment
- Developed & led successful execution of cross-functional programs in conjunction with **Product Marketing, P&L Management, Budgeting & Forecasting, Gap Analysis** and other key business expansion parameters; successfully **managed sales and operational functions** for multiple locations; heading a team of **over 300 members**
- Worked as a member of cross-functional team for Feasibility of **New Products, Market & Competitor Analysis and Opportunity Analysis** to drive New Market Development
- **Fostered lasting relationships and promoted organic growth** in **distribution intermediaries / channel partners** through value-added strategic analyses and execution of consultative solutions
- Displayed paramount efforts in setting up & rolling out successful **quality management in service environment, overachieving expectations** and exceeding all set goals by enduring customer relationships
- Performance-driven professional with comprehensive understanding of **Business Operations** and strengths in efficient operations and client servicing

### 🎓 Education

- **1992:** **Masters in Statistics** from Institute of Science, Nagpur
- **1990:** **Bachelors in Mathematics & Statistics** from Institute of Science, Nagpur

### 👤 Career Timeline (Latest 3 Organizations)





## Notable Accomplishments Across the Career

### Vodafone

- Got **Best Distribution Title** for Gujarat in Q1 & Q3 for excellent performance in 2013
- Received title of **Best Postpaid Zone Nationally for Pune Zone** in 2010 for improving business in the region
- Rewarded with a trip to Spain** under Strike Force in 2008 getting top rank across India in terms of revenue generation
- Achieved the Best Zone ( Kolhapur) of the circle** for 5 consecutive months in 2008
- Got **Region Star Award** for enhancing market position of the brand at Pune (West Zone) in 2011

### VSNL

- Achieved High ARPU base in tune of **123% of planned targets**
- Strategized business development plans and **set up new direct channel of 46 Members** in the assigned region
- Received **Best Team Award** for developing business and enhancing sales in the region in Q4 of 2006

### Reliance Infocomm

- Achieved Revenue Growth of 39%** by improving business of various Postpaid Products & Value Added Services
- Maintained CSAT scores at 100%** across the cluster to improve customer satisfaction level and **remained Best in Class throughout the year**
- Directed setting up of network for 12 Franchisee (15000 Subscribers)** and other channels such as Distributors, DST and DSA for Postpaid Services
- Recorded lowest churn in tune of 1.08%** for Postpaid in South Maharashtra



## Work Experience

Since Dec'14 with Reliance Jio Infocomm Ltd., Mumbai as Regional Sales Head

### Growth Path:

**Dec'14 – Nov'17** State Head – Sales & Distribution (Devices, Mobility, Retail Store)  
**Since Dec'17** Regional Sales Head – West Region

### Key Result Areas:

- Strategizing plans & restructuring Sales Team to develop business in highly competitive region of West Region; developing channel base and market network in the assigned region
- Heading complete functions of sales & marketing & business process with focus on enhancing profit, developing market & product, formulating growth strategies to ensure achievement of operational and financial targets
- Designing strategies to mitigate non-profitable geographies and enhance business in the profitable geographies
- Analyzing competitive & market insights for new business opportunities, evaluating customer specific strategies and updating internal stakeholders of competitive threats
- Formulating plans as per the market intelligence for decision-making in coordination with higher management; developing & implementing long & medium-term corporate strategies & business plans
- Building & maintaining business relationship with channel intermediaries for sales promotion and contract management over complete sales lifecycle with focus on cost, quality and delivery constraints
- Devising & implementing customer satisfaction methodologies, evaluating customer feedback and implementing action plans to enhance customer satisfaction levels
- Improving product positioning by leading & managing various marketing campaigns in the region to improve product positions
- Enhancing channel base and conducting profitability analysis-based approvals
- Develop alternate channel of Distribution to strengthen footprints in deep rural
- Managing credits by assessing policies & guidelines, research & advocacy and opportunity & competitor mapping

### Selected Achievements:

#### Device Operations

- Achieved market penetration and product expansion through strategic business planning which resulted in increase in revenue and profitability by attaining **76% MS** in new Smart Phone Sim Acquisition
- Ensured market capture by enhancing distribution intermediaries and developed **Widest and Best in Class Distribution of 60 Device Outlets / Lac Population which is 3X of Industry size**
- Developed, reviewed and reported on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- Developed exclusive Device channel to support Smart Phone acquisition adding high ARPU base
- Developed and managed strategic partner programs** leveraging sales and achieving an increase of qualified pipeline
- Partnered with Smart Phone OEMs** and contributed to 90% Sale for Jio Connectivity
- Developed strategic Tie-ups with Modern Trade and Local Chain Outlets for improving overall business for the organization
- Upgraded more than 1 Lac Outlets** to sell devices through basic Jio Phone for 2G to 4G migration

#### Mobility Operations

- Provided inputs for developing a **targeted value proposition** for various segments of users and client support to ensure a seamless experience; grew repeat business from existing business partners
- Recorded highest CMS of 31% and RMS of 34%** in record time of 3 years across India
- Led the growth of industry sales and developed new business sales opportunities by **developing widest and best in Class Distribution of 110 Recharge Outlets / Lac population**
- Developed D2C channel to contribute 22%** of total acquisitions thereby adding profitability to organization
- Strong Cadence discipline for day-to-day operations
- Simple and Smart Goals with enhanced execution to take care of competition aggression

## Retail Stores

- **Managing Acquisition and Monetization** at Large Format Stores as well as Mini Stores
- **Directing strategies to improve overall device sales** for Jio as well as Partner Brands
- **Ensuring profitability** for each store as per the organizational guidelines
- **Enhancing customer satisfaction level** by implementing excellent customer service
- Spearheading activities related to Enterprise, Marketing and Outbound Programs

## Mar'07 – Nov'14 with Vodafone West Limited, Gujarat as Sales Head

### Growth Path:

<b>Mar'07 – Apr'08</b>	Distribution Head for Maharashtra & Goa
<b>Apr'08 – Mar'12</b>	Zonal Operations Head at Pune, Vasai & Kolhapur
<b>Apr'12 – Oct'13</b>	Distribution Head for Gujarat Circle
<b>Oct'13 – Nov'14</b>	Sales Head - Gujarat

### Key Result Areas:

- Improved distribution base to register revenue growth as well as gain RMS & CMS in the Gujarat Circle
- Devised strategies to improve quality of acquisition & revenue channel through retail segment
- Ensured achievement of overall targets as per the organizational goals
- Planned and managed resources to maintain Net Promoter Score comparable with Industry Players
- Delivered excellent score for AVI Index (Availability & Visibility Index)
- Introduced new products/services innovations to ensure acquisition of business opportunities in the assigned region
- Assured high quality & hygiene of the services as per the defined parameters at retail touch points
- Monitored Brand Recall & Trade Satisfaction Scores with focus on continual improvement



## Previous Experience

## Jan'06 – Mar'07 with VSNL Limited, Pune as Area Operations Manager

## Jan'04 – Dec'05 with Reliance Infocomm Limited, Pune as Cluster Head

### Deputations

<b>Jan'04 – Dec'05</b>	Cluster Head Postpaid, Pune
<b>Apr'05 – Dec'05</b>	Cluster Head Postpaid, Kolhapur

## Feb'02 – Jan'04 with Airtel (Bharti Cellular Limited), Goa & Pune as Territory Manager

## Oct'00 – Feb'02 with Tropicana Beverages, Goa as Senior Sales Officer

## Nov'99 – Jul'00 with Cargill Foods Limited, Nasik as Sales Officer

## May'98 – Nov'99 with PepsiCo India Marketing Company, Raigad as Customer Executive

## Nov'96 – May'98 with Marico Industries Ltd., Pune, Nagpur & Aurangabad as Territory Sales In-charge

## Aug'95 – Oct'96 with Blow Plast Ltd., Nasik, Jalgaon & Dhulia as Sales Officer



## IT Skills

- MS Office Suite
- Internet Applications



## Personal Details

<b>Date of Birth:</b>	24 <sup>th</sup> June 1970
<b>Languages Known:</b>	English, Hindi, Marathi and Gujarati (Basic)
<b>Address:</b>	Kesar Harmony Society, Building No. 5, Flat No. 503, Kharghar, Navi Mumbai – 410210