

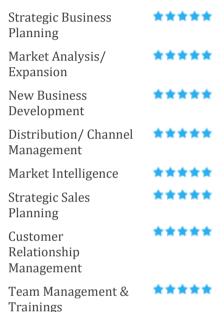
#### SHEKHAR KUMAR

A versatile, accomplished & goal-oriented professional with expertise in **Business Development and Channel Management** with proven track record of delivering consistent business results through strong leadership and application of best management practices.

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## **Profile Summary**

- Strategic Leader with expertise in spearheading B2B, B2C and Direct Sales; offering nearly **21 years** of rich experience in expanding the market with innovative Sales & Marketing strategies in FMCG, Telecom industries
- Recognized for achieving by developing strategy & plans for organization's business operations; conceptualized & developed new business strategies which led to an increase in turnover & profitability of the organization
- Enhanced organizational reach and market share through combined multidisciplinary experience; managed key dealers & accounts, and maintained a long-term relationship with customers
- Expert in setting up new initiatives, managing marketing operations, creating strategic marketing plans & budgets, developing product campaigns, conducting market research studies, reviewing marketing plans and organizing various events
- Displayed paramount efforts in managing complete turnaround of the zone from bottom zone to Top 10 Zones in Bharti Airtel Limited
- Leader & Organizational Change Agent, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth

# Career Timeline





#### Jan'19-Present with Tata Sky Broadband Pvt. Ltd., Jaipur as Regional Head -North & West

#### **Key Result Areas:**

- Delivering top-line and bottom-line revenues for the products portfolio; developing, reviewing and reporting on the business development strategy, and ensuring the strategic objectives are well understood and executed by the team
- **Providing proactive leadership** in steering entire business operations including integrated marketing, branding and communication strategy; execution to establish the brand and enable expansion strategy and business development
- Performing monthly sales forecasting & competitive analysis to determine accurate performance levels & need for 0 growth into current and additional product categories
- Heading business planning and performance management of channel partners, including development & execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting of constructive meetings
- Developing brand promotion programs to promote key messages and create positive perception & awareness
- Designing & implementing BTL activities in line with brand objective to develop consumer connect for the brand/ product that ensures maximum reach
- 0 Building a strong distribution network for achieving greater market reach and penetration
- 0 Increasing leads and expanding the distribution through Retail Channel/Direct sales/Telecalling/Cold calling
- Mentoring and retaining the top performers of the team through various R&R and engagement activities

#### **Highlights:**

- Improved market share by conceptualising and executing innovative strategies; let to Rank 2 City nationally
- Led continuous increase in the penetration from **0% to 12%** & REV **22Cr**
- Turned City Operationally Positive
- Planned and implemented strategies and expanded the **customer base from 100 to 24000**
- Successfully attained the extraction rate of 1%
- Achieved the tag of Productive & Winning Team

#### Oct'13-Jan'19 with Dishnett Wireless Limited (Aircel), Lucknow as Zonal Business Head: UPE Circle

 $\sim$  Managed an Annual Turnover of over Rs. 130 Cr. and 536 BTS in the Zone  $\sim$ 

#### **Kev Result Areas:**

- Directed a team of 47 members including ZSMs, TSMs, TSEs, ZCSD, ZMM, ZTM and CC
- Expanded the horizon from smaller to larger geography across Prepaid, Post-paid, 3G, Data Business
- $\, \bullet \,$  Acquired net revenue earning customers & achieved gross revenue, Gallup Score for the zone, maintained attrition  $<\!10\%$

### **Highlights:**

- Won the National Contest "LAKSHYA"
- Acknowledged as the **1st Zone to achieve INR 10Cr Rev** on a monthly basis
- Attained BTS -FATHE Award for having lowest LUT Sites across the zone
- Received the Rolling Trophy and got the tag of Best Zone

### Oct'06-Apr'13 with Bharti Airtel Limited, Rajasthan / Gujarat as Zonal Business Manager

Growth Path:

Oct'06-May'07 as Zonal Sales Manager – Manager Level - Kota Zone & 7 other districts May'07-Sep'09 as Zonal Sales Manager – Senior Manager Level- Jodhpur Zone-Western Rajasthan Sep'09-Apr'11 as Zonal Business Manager – Gujarat Circle

Apr'11-Apr'13 as Zonal Business Manager - Rajasthan Circle

 $\sim$  Managed an Annual Turnover of over Rs. 360 Cr. and 1400 BTS in the Zone  $\sim$ 

#### **Highlights:**

- Steered efforts in making the zone acknowledged at 8th Rank Nationally
- Winner of The National D2P Contest & Chak De for administering turnaround of the zone & 100% compliance
- Acknowledged as winner of Achiever Club, Best Zone in Gallup, Best ZSM Award, Star of the Month & Star of the Quarter
- Developed and deployed quarterly and annual plans, programs and policies and attained SOGA (Sale of Goods) 50%+
- Established Urban & Rural S&D Model roll outs for Retail / RS-RD
- Awarded for having 2.5 Mn Customer base
- Acknowledged as the **1st Super district** to **INR cross 5Cr Revenue**

# Nov'03-Oct'06 with Hutchission Essar Ltd. (Now Vodafone), Rajasthan as Sr. Executive - Sales - Prepaid (Jaipur Zone & Udaipur Zone)

#### **Highlights:**

- Got promoted from Band-6 to Band-5 within a span of 1 year basis excellent performance and feedback
- Executed **successful launch of HUTCH Brand** in Jaipur Zone; established total infrastructure for the same
- Launched & appointed entire **Business Partners and Retail Base** in Jaipur Zone



Dec'01-Nov'03 with Gillette India Limited, Faridabad & Dehradun as Territory Sales In-charge – Sales Mar'00-Dec'01 with Bayer India Ltd., Delhi as Sales Officer - (West & South Delhi)
Jan'99-Mar'00 with Uncle Chips Co. Ltd., Rajasthan (Udaipur) Sales Officer (Udaipur & Sri Ganganagar)



- PGDM (Marketing) from IMT-CDL Ghaziabad in 2013
- **B.Sc.** from M.D.S. University, Ajmer in year 1997



Business Manager's Development Programme certification for Bharti Airtel Ltd. from IIM, Ahmedabad in 2009

**Personal Details** 

Date of Birth: 2nd December 1976

Languages Known: Hindi, English and Punjabi

Address: Chitrakoot, Jaipur