## From : IMS Placement

## Permanent Resident of Uttam Nagar, Delhi

## Current CTC : 28 LPA

Harpreet Singh Rainu 

***Brand Management / Market Research / Strategic Positioning & Planning / Retail Sales / Market Expansion / Relationship Management / Channel Marketing / Staff Augmentation /***

***/International Sales***

# PROFESSIONAL PROFILE

* Results-driven marketing professional with MBA-level education and proven track record in increasing business development activities.
* Confident dynamic, enthusiastic business leader with superior interpersonal and communication skills; along with the capability to successfully communicate leading edge technology solutions into SMB and enterprise customers.
* Talented, results-producing marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives.
* Extensive experience in successfully developing channel and partner relationships, opportunities, and solutions; and converting these opportunities into high-growth high-margin sales.
* Exceptional interpersonal communicator who effectively interacts with clients and all levels of management; Solid communicator with exceptional team-building skills.

# AREAS OF EXPERTISE

|  |  |  |
| --- | --- | --- |
| * **Competitive Market Analysis** * **Client Relationship Management** * **Market Research & Analysis** * **Territory Growth/Development** * **Reseller / VAR Networks** | * **Strategic Market Positioning** * **Business Analysis / Scope Discovery** * **New Market Penetration** * **Staff Planning & Mentoring** * **High-Impact Sales Presentations** | * **Strategic Market Planning** * **Key Client Retention** * **Team Building & Management** * **Direct Marketing Programs** * **MS Office, Project** |

**PROFESSIONAL EXPERIENCE**

### Presently working with Elegant Vinyl Pvt Ltd as a Head Marketing Sept 1, 2019 for Domestic & Export Market till Date

*Elegant Vinyl Pvt Ltd is a manufacturing company for all the artificial PVC / PU composite leather.*

***Key Result Responsibilities: -*** Responsible for penetration of EVPL products into India market and obtained key success in Developing potential account / customers in corporate level through corporate sales & retail sales.

* + Deal with all the Retail Chains, Showrooms, and Manufacturers for the furniture segment as well as other Applications.
  + Responsible for Client Interaction, Requirement Gathering, Lead Generation , Funnel Building, Case Development, Proposal Building & Submission, Negotiation, Profitable closure.
  + Assists & also participate in marketing events such as seminars, trade shows, and exhibitions in India & Overseas.
  + Responsible for identifying, developing and qualifying new business, focusing on strategic Account/territory development
  + Forecasting and achieving business targets by offering bundled product solutions to the customers.

**VISUAL MERCHANDISING:**

* + - Lead the planning and implementation of visual merchandising for the store.
    - Develop creative and on-brand visual direction for monthly and bi-monthly updates to the floor plan, windows, fixtures and signage.
    - Partner with owners and managers in e-commerce, merchandising/planning, creative content to convey a unified brand experience.
    - Create and present seasonal directives to store, e-commerce and fulfillment team highlighting upcoming initiatives, products and inspiration.

***Worked with Mayur Uniquoters Ltd as a Senior (Marketing Manager) Jan 1, 2013 till Aug 31, 2019*** *Mayur Uniquoters is a manufacturing company for all the artificial PVC / PU leather as well as all type of Knitted Fabric in Fire Retardent selling the material to all the Domestic & Export Clients like GM, Ford , Maruti , Bata , Bag-it , Relaxo , Paragon . In 2012 comes into* ***Furnishings segment introduce our matereials to 200 New MBO (Multi Brand Outlet of Retail )*** *in the Furnishings segment in all the Metro Cities on Pan India as well as going to expand in Overseas Market*

***Key Result Responsibilities: -*** Responsible for penetration of Mayur products into India market and obtained key success in Developing potential account / customers in corporate level through corporate sales and Government projects.

* + Thorough knowledge in Artificial Leather especially into all kind of material that can develop as per the client requirement in all the segment Automobiles, Shoe line, Bags & other related material that are required from the client side.
  + Responsible for the Business Development of all the Mayur products across various arenas, which includes Furnishings Segment , Bags, Footwear, Automobiles, Export Houses Interiors for India as well as Overseas Market.
  + Had developed huge client in all the channels & maintain a good relationship with all the customers & fulfill their requirement as the specifications given by the clients according to the application.
  + **Driving a team of 10 members** responsible in hunting and negotiating new projects from various new clients on regular basis.
  + Conducts one-on-one review with all the team to build more effective communication’s, to understand training and development needs.
  + Forecasting and achieving business targets by offering bundled product solutions to the customers.
  + Business planning strategy & Execution of the strategies for the assigned territory. Coordination with the entire Department like R & D for new Product Development.
  + Periodically share the information regarding competitors, clients, market to concerned Department and provide necessary market strategy in achieving the sales.
  + Team development including training, recruitment, etc.
  + Clearly define staff roles, responsibilities and opportunities for growth, value staff contributions through recognition in ways that support the business, while nurturing individual strengths and leadership.

**VISUAL MERCHANDISING:**

* + - Develop creative and on-brand visual direction for monthly and bi-monthly updates to the floor plan, windows, fixtures and signage.
    - Ensure that product is merchandised and presented in compelling ways that support and draw attention to seasonal concepts, stories and featured kits / projects from the website.
    - Create and present seasonal directives to store, e-commerce and fulfillment team highlighting upcoming initiatives, products and inspiration.
    - Spearhead solutions for incorporating the online experience into the store such as tablets that allow quick and easy online orders, access to projects / product knowledge, and signing up customers and visitors.

**GENERAL:**

* + - Partner with Owners and Department managers to set sales goals; monitor and measure financial, operational, human resources and customer service results, and hold teams accountable for achieving goals.
    - Analyze reports weekly, monthly, quarterly, and annually to track, monitor, and determine

the needs of the business.

* + - Design and implement processes and procedures, which allow managing remotely.
    - Develop clear, consistent, timely, and organized methods of communication between all branches and act as a voice for the owners.

## Since December 2006 – Dec 2012 RPG Cellucom India Pvt. Ltd (Retail Chain) as Area Sales Manager

**RPG Cellucom India Pvt.Ltd**. is a joint venture between **RPG Enterprises** & **Cellucom** to establish the exclusive gadgets solutions outlet for the consumer needs**.**

### Key Result Areas:-

* + Identifying new markets to establish the brand & penetration.
  + Responsible for the rollout & opening the new exclusive outlets.
  + Competition Mapping & Analysis of the Handset & Laptop Business in the assigned territory.
  + Coordination with the Vendor & inter departments for the timely completion of the civil work to launch the short listed properties in time.
  + Implementation of the companies SOP’s in stores.
  + Monitoring & auditing the stores on the set parameters & helping the store team in smoothing the daily operations.
  + Motivate the store staff to achieve the desired results.
  + Set the targets for each store.
  + Coordinate with Product & Logistics people’s for proper & timely replenishment of stock.
  + Inventory management & budget control.
  + Handling **International Sales** all Middle East Part UAE Dubai, Singapore, Thailand, Malaysia.

# Since April 2002 – December 2006 with Tata Teleservices Ltd Assistant Manager Training get promoted as Manager Sales

### Key Result Areas : -

* + Appointed as **Assistant Manager Training** get promoted as **Manager Sales** in September 2005.
  + Processes improved like co-ordination process between sales and merchandising team to enhance sale by regular trainings, meetings and communication.
  + Network Expansion by suggesting and making new retail outlets to facilitate increased brand awareness and to reach maximum potential consumers.
  + Formulated and implemented systems to enhance the efficiency of the team members, like online tracking.
  + Conducted training and development programs for the North & Central Zone Area of Tata Distribution Network (10 Prepaid Distributors and 123 FOS, Tell callers etc).
  + Acted as a coach, monitored phone calls and provided necessary performance feedback to the team members.
  + Manage the development of strategy to cover Customer/Channels/processes/competition. Implemented Pre & Post Marketing activities for successful launch of a new product.
  + Monitoring Competitors Activities, Resolving Retailers Issues & conducting sales promotional activities etc.
  + Handling the sales, marketing, training, operations for promoting **FWP (Fixed Wireless Phone & Wire line)** phones packages and achieve business targets.
  + Interacting with key accounts-corporates and individuals and generating market information to identify marketing needs, consumer behaviour and forecast business path
  + Conducting and organising sales promotional activities in RWA and Market Places as a part of brand building and market development effort.
  + Managing a **Direct Sales Team, Corporates Sales, Channel Sales, Key Accounts** of team on different levels.
  + Organizing product awareness campaigns in Top Corporate houses and Govt. Offices

**Significant Milestones;**

* + Achieved an average monthly target of 1000 connections with a sales growth of 30%

## February 2000 – March 2002 with FSO (Full Service Outlet) of Bharti Cellular Ltd as a Customer Support Manager

**Key result areas;**

* + Handled all the Prepaid & Post-paid activations, backend process as well as prepare all the MIS reports.
  + To look after all the floor walk-in customer, solve their query regarding billing and other issues.
  + Formulated and implemented systems to enhance the efficiency of the team members, like online tracking.

## December 97 – February 2000 with Eureka Forbes Ltd as Sales Executive get promoted as Asst Manager Key result areas;

* + Selling all the Water Purifiers as well as vacuum cleaners to different RWA & other territory.

# EDUCATION AND CREDENTIALS

* Master of Business Administration in Sales & Marketing
* Diploma in Electronics & Telecom
* B.Com from University of Delhi

# PERSONAL DETAILS

Father’s Name: Lt. Shri. Jang Bahadur Singh Languages known: English, Hindi, Punjabi and French Date of Birth: 4-7-1977

## Date :

## Place: HARPREET SINGH RAINU