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| **rajaben7008@outlook.in +91 9959607243**  **RAJA R BANERJEE**  **Head - Sales & Marketing** | |
| A multifaceted professional having 20+ years of profound experience in **Sales & Marketing, Business Development, Relationship Management, Key Account Management, Distribution Management, Customer Acquisition, Strategic Planning, Market Research and Team Management** in an organization of high repute. | |
| * Executive Profile * **A top-notch Sales & Marketing Head highly successful in driving large scale revenue & profit gains** as well as enhancing on organizational efficiency**.** * **Strong business acumen with skills in driving new business** through conceptualizing strategies, enhancing operations, developing new products * **History of increasing sales revenues**, **exceeding targeted sales goals**, developing profitable and productive business relationships, coordinating with decision-makers, and **building an extensive client base** * **Demonstrated mastery in leading and developing innovative strategies** that increase sales and expand existing **customer base, improve brand /product evolution, and enhance department efficiency** * **Affluent experience in tracking and analyzing the performance of advertising campaigns**, managing the marketing budget, and ensuring that all marketing material is in line with our brand identity * **Associates emerging markets and market shifts** while being fully aware of new products and competition status * **Achieved Customer Satisfaction** by solving all customer inquiries thoroughly thereby meeting **customer needs** and maintained good relationships. * **Result-oriented Leader**; effectively leading team members & motivating them to deliver quality results for accomplishment of organizational goals * **An effective communicator** with excellent presentation, interpersonal, analytical, problem solving & leadership skills   Education & Credentials   * M.B.A in Marketing Management, Accounting, Economics and Taxation from Osmania University, Hyderabad * B. Com in Economics, Commerce, Statistics, Accountancy & Taxation, Osmania University, Hyderabad | * Core Competencies  |  | | --- | | **Sales Management** | |  | | **Strategic Planning** | |  | | **Business Development** | |  | | **Market Analysis** | |  | | **P&L Management** | |  | | **Account Management** | | **Distribution/Channel Management** | |  | | **Customer Retention** | |  | |  |   Soft Skills   |  | | --- | | **Communicator** | |  | | **Innovator** | |  | | **Collaborator** | |  | | **Analytical / Thinker** | |  | | **Intuitive / Team player** | |  | |
| * Career Timeline(Recent 4 Companies)     **Harman International India**  **Kenwood Corporation**    **Oct’07 - Nov’08**  **Nov’07 - Aug’10**  **Mar’12 - Sep’14**  **Sep’14 - Present**  **Pioneer India Electronics**  **Sound N Speed – Boss Audio** | |
| * Professional Experience   **Sep’14- till date:** **Sound N Speed – Boss Audio Systems, Bangalore as Head – Sales & Marketing**   * **Triumphed in handling the overall business operations** which involves conceptualizing and implementing sound business strategies for accomplishment of sales targets of entire range of products * **Expertise in forecasting annual sales targets & driving sales initiatives** to obtain business goals & managing the frontline sales team to achieve them * **Adroit in Conceptualizing and implementing sales promotional strategies** such as campaigns, exhibitions, promotion & demonstration programs as a part of brand building and market development effort. * **Having an immense experience in Distribution Management and Devising Sell-out Plans** for Channel Partners * **Mentoring to the sales force/ technical support teams** regarding product presentation, institutional dealing and customer handling. * **Affluent experience in productive Relationship Management** with significant clients to ascertain rendering of quality service and business retention/enhancement.   **Mar’12- Sep’14:** **Harman International India Pvt. Ltd., Bangalore as Director of Sales**   * **A keen implementer with recognized proficiency** in spearheading sales operations with an aim to accomplish desired plans and targeted goals successfully * **Proficient in administrating organizational sales** by developing a business plan meeting planned goals, and coordinating with our marketing department on lead generation * **Overseeing the activities and performance of sales team** by tracking sales goals, setting individual sales targets, and facilitate the ongoing training of your salespeople * **Diligent in New Product Development for introducing new brands in India & International markets**, participated in International Trade Fair and instrumental on Exports market * **Strong exposure on international brands**, and adhering to strict visibility guidelines, educating, sampling & pricing * **Congregate with potential clients and grow long-lasting relationships** by understanding their needs   **Sep’10 – Feb’12:** **Pioneer India Electronics Pvt. Ltd., Gurgaon as National Sales Manager**   * **Crafts sales objectives by forecasting and developing annual sales quotas** for regions and territories; and projecting expected sales volume and profit for existing and new products * **Result-oriented Leader**; effectively leading a team & motivating them to deliver quality results for accomplishment of organizational goals * **Devised annual unit and gross-profit plans** by implementing marketing strategies; and analyzing trends and results. * **Aided to meet customer acquisition and revenue growth targets** by keeping the company competitive and innovative. * Previous Experience * Nov’07 – Aug’10: Kenwood Corporation - New Delhi as Senior (Sales) Liaison officer * Nov’00 – Nov’07: Kenwood Electronics Gulf FZE, Jebel Ali Free Zone, Dubai, UAE as Assistant Manager – Sales & Marketing * Sep’97 – Oct’00: AIWA Gulf FZE, Jebel Ali Free Zone, Dubai, UAE as Sales & Marketing Officer   Certifications   * Certified in Putting Principles into practice from the LRN Legal Compliance of Ethics Center - 2012 * Completed Avoiding FCPA Violations course from the LRN Legal Compliance and Ethics Center - 2012 * Certified in Digital Marketing from Delhi School of Internet Marketing - 2018     **Personal Details**  **Languages Known:** English/Hindi.  **Address:** Secunderabad, India - 500094  **LinkedIn:**   [linkedin.com/in/](https://www.linkedin.com/in/sudeep-edakkattu-39b8277)….. | |
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