ARITRA BHATTACHARYA

**INDUSTRY EXPERT AND THOUGHT LEADER**

**Telecom – Sales & Marketing – (B2B/B2C/Pre/Post/Enterprise (Tata/Airtel/Saudi Telecom)**

Mobile: +91-9831876692,, +91-9831215692, Whatsapp: +91-9831876692 [aritrab@yahoo.com](mailto:aritrab@yahoo.com)

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| EDUCATION  **Master of Business Management (Marketing),** School of Management, Indian Institute of Technology, Kharagpur, India  1994-1996  **B.Pharma,** Birla Institute of Technology, Ranchi, India 1987-1991  PERSONAL VITAE  Place: India  Date of Birth:  12th March, 1969  Marital Status: Married  Languages:  English, Hindi, Bengali  AREAS OF EXPERTISE   * Executive leadership * Optimal resource allocation * Faster go-to market strategy * Multi industry exposure   ACADEMIC PROJECTS  Title : Role of corporate Advertising in Marketing – under Prof. Guy Baniville, Dean Creighton University.  Title : Repositioning of Harpic – A Household Cleaner – at Reckitt Coleman, a Brand positioning exercise.  OTHER APPOINTMENTS  Field Sales Manager - Core Healthcare (1992 – 1994**)**  Product Executive - Glaxo, Mumbai (1996 – 1997) | * PROFILE   25 years + of industry expert in Retail, Consumer product goods, Telecom driving transformation, business development, new markets creation, demand generation, strategic business architecture, value-chain innovation and R&D, business growth (organic, M&A), ,and digital transformation  C-suite "range" with a track record of generating financial results and business outcomes.  .  Like other professionals in the digital commerce field, I am constantly generating new ideas for engaging and building the loyalty of customers in today’s turbulent marketplace.  What distinguishes me is expertise in bringing together all the key elements – Industry transformation understanding, multi-geo exposure, B2B B2C marketing, technology platforms and digital services – into a complete solution that gives customers a seamless and outstanding experience in the omni-channel environment.  **Add to that a go-to-market strategy that enables these systems to adapt quickly to changes, and you have the formula for capturing loyal customers, market share, and share of wallet. Have handled pre paid/post paid/enterprise/B2B/B2C/ Revenue yearly 600 Million AED/ 100 team members.** This is what I have done for companies, where my efforts have guided companies in the retail, Telecom and consumer package goods industries to nurture customers.  My work and leadership have helped some of the world’s leading brands to accelerate their growth by mastering the complex world of customer engagement.  . This knowledge enables me to develop the strategies that spur transactions and customer loyalty.  PROFESSIONAL EXPERIENCE  General Manager Sales & Distribution, India Domestic & International - Fogla Corp (Packaging & Chemicals),India Aug 2019- Nov 2020.  **Aug 2018 – July 2019**   * (German Mirror Oil )Consultative roles with various companies in India, Dubai & Bahrain. (Lubricants, Telecom, Services)   **July2016 – Aug 2018**  **MULTICOM ENTERPRISE (TOTAL LUBRICANTS,Battery), BAHRAIN (Country Head Sales & Operations)**   * Handling group sales of annual turnover $13 million - lubricants, building materials, Sanitary ware&automotive. (Brands eg Total, Formula One) * Sales channel Development and Distribution. * Retail Management, Key Account and ModernTrade Management. * Leadership, Training and Coaching. * Budget, P&L, Supply Chain and Procurement.   **Feb 2014 – Feb 2016**  **VIVA STC TELECOM, BAHRAIN (Country Sales Head - Assistant General Manager)**   * In charge of Viva Telecom sales & distribution for entire Bahrain through a team of 60 personnel & 3500 retailers. Pre Pay, Post Pay, 4G Sale through multi branded outlets and Modern Trade. Annual turnover of $160 Million. Highest Sales turnover during my tenure. * Introduced Sales Analytics to increase process productivity.   **June 2005 – Jan 2014**  **TATA TELESERVICES LIMITED/TCS (Sales Head - Deputy General Manager)**   * Sales in Mass Market & Branded Retail of Data / Handsets / Recharge Vouchers. Grew over a period of two years from Zonal Head to Circle Sales Head and with progressively larger responsibilities and head a 100 member team and managed businesses over Rs.140 crores with 120 distributors. Responsible for P&L, EBIDTA, Distribution Coverage and Channel Management. Accomplished width of distribution in 15,000 outlets. * TCS – CPG consultative role in Trade Promotion Management ,Trade Spend Management (TPM/TPO) ,Sales Operations ,Sales Analytics ,Digital innovation ,Customer Business Planning , Retail execution ,Performance & post event analytics. * Worked with Mckinsey & co. on a national distribution role on optimising sales operations productivity across end to end value chain.   **July 2004 – May 2005**  **AIRTEL (Senior Manager)**   * Played a key role in New account acquisition of SME accounts and retail customers . * Awarded certificate of excellence after successfully handling a turnover of Rs.50 crores with a team of 7 employees and a channel strength of 90 personnel.   **April 2001–June2004**  Life/Health insurance HDFCSLIC FHPL  **Feb 1998-Mar 2001**  **RECKITT PIRAMAL FMCG/OTC/Consumer HealthCare (Area Sales Manager)**   * Spearheaded operations involving C & F, Inventory Management, Accounts and distribution network of 100 Dealers ultimately catering to a retail base of 7000 Retail Outlets India & Nepal. * The brands handled were Dettol, Dettol Shaving Cream, Lacto Calamine, Burnol & OTC Brands like Saridon etc. * Accomplished growth of nearly 30% in sales with an increase of a distribution strength of about 100%. * Awarded the MD’s Letter of Appreciation for excellent contribution to the Joint Venture. * Productively handled annual turnover of over Rs.20 Crores and team size of employees of 12. |