***SANDIP GHOSH***

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**DEPUTY GENERAL MANAGER~ EAST - MARKET ( BUSINESS STRATEGY & INNOVATION TEAM – South West Asia )**

**Market Intelligence/Analyst/Strategist/Sales Development/Channel Management/Profit Centre Management/Team Motivator/Bridging Internal Stakeholders**

*Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketingconcepts& strategies*

**PROFILE SUMMARY**

**An achievement oriented professional withexperience in the areas of:**

**FMCG SFA Consulting Channel/Direct Marketing Profit Centre Management**

**Market Research P&L Accountability Strategic Planning**

**Product Marketing Customer Relationship Management Training &Developmentv**

**Talent Resourcing**

* Expertise in building team and scaling partner ecosystem in mobile device industry.
* Negotiated term sheets, interpreted legal documents, worked with attorneys on specific contact language.
* Understood and carrier strategies and goals as also developed go-to market strategies.
* Driven business strategies and initiatives with senior stakeholders both internally  and externally.
* Lead cross functional initiatives as also effectively handled collaborations and senior stakeholders management.
* Manage complex ecosystem dynamics and executed partner engagement from agreement process to realizing and driving impact.
* Responsible for business growth and partnership agreement in support of overall program goals.
* Identified and prioritized in-market opportunities to accelerate communication services' reach and user engagement.
* Managed a regional, matrixed team through ambiguous complex projects with successful, impact driven outcomes.
* Experienced in managing a diverse project portfolio that ranges from strategic, analytics to operational with urgency.
* Developed expertise on consulting skills, with the ability to successfully influence stakeholders at all levels.
* Honed and garnered excellent communication skills with high quantum of professionalism,ease and comfort presenting in front of large groups, including executive audiences.
* Ability to translate data into actionable insights which in turn has developed the knack for synthesizing information from multiple sources into concise,understandable material.
* Pivotal in influencing without direct authority and cultivated relationships in a diverse,complex organization.
* Knowledge gained through interaction on microeconomic trends for identifying key talents for a critical role as also designed and implemented actionable result driven strategists.
* **ORGANISATIONAL EXPERIENCE**
* **January2020 – Till date: Freelancing in Project Management related to New Business Development Strategies.**

● Delve into the depths of root cause analysis of business growth bottlenecks;

● Executive judgement on business development through precise pointers on how to increase both business volumes and values affecting revenues and profitability;

● Handles projects of the similar nature in FMCG,FMCD,CE,Mobiles;

● Imparting training to the professionals on soft skills, effective &impactful conversing with target audience;

● Partnering with start up to enhance,expand and consolidate business growth as well as sustainability for better management of people,profits,volume value growth,sustainability of client base,acquisition of new clients,planning out future strategies to have organic growth.

* **ORGANISATIONAL EXPERIENCE**
* **Since Feb’18 – December 2019 : Deputy General Manager – Market Intelligence & VOC Head( Business Strategy & Innovation ) @ EAST Samsung Electronics**
* **Reporting to: SVP Business Strategy & Innovation – SWA.**
* **Key Results Areas:**
* Analyzed data trends and clients performance, developed solid strategic business plans,and prepared and conducted strategic presentations;
* Built credibility and relationships through strong stakeholders influencing;
* Collaborated and integrated with internal teams to identify and mitigate category specific seller issues(counterfeit, gray market goods,review abuse);
* Navigated through ambiguity, managed and coordinated multiple projects ;
* Keep ahead of the competition, obtain first-mover advantage over competitors;
* Ccommunicated category specific policies changes and identified marketing opportunities within the category;

**ORGANISATIONAL EXPERIENCE**

**Since Aug’16 – January 18 : Sr. Manager – Market Intelligence & VOC Head( Business Strategy & Innovation ) @ EAST Samsung Electronics**

**Reporting to: SVP Business Strategy & Innovation – SWA.**

**Key Results Areas:**

* Defined category focus for the marketplace collaborated with category management and sales for brand/seller recruitment attended and participated in trade shows and other seller-facing events;
* Resolved seller-related escalation for the market place,where SOPs do not suffice,and interventions are required;
* Provided inputs to account management for identifying strategic seller and also directly managed a few top accounts;
* Market assessment research or acquisition studies;
* Developed outstanding project management capabilities with an ability to deliver end to end;

**Since Dec’12 – Jul’16 : Sr. Manager - VOC & Process Improvement @ EAST Samsung Electronics**

**Reporting to: VP Business Innovation – VOC & Process Improvement Group**

**Key Results Areas:**

* A series of structured in-depth interviews, which focus on the customers' experiences with current products or alternatives within the category under consideration. Needs statements are then extracted, organized into a more usable hierarchy, and then prioritized by the customers;
* Performed high a-level business reviews-understood their strategies and goals;
* Listen and functionally understand the voice of the people who do the day-to-day work with the product;
* Design and formulate survey questionnaires for gauging the customer delight index and provide the inference of the projects to management for arriving at taking right decisions on the different business parameters to increase customer perceptions;
* Analyzed the business to understand trends, shifts,spikes/dips;

**Since Aug’11 - Dec’12: Manager - Distribution & Sales Enhancement Manager @ East Samsung Electronics**

**Key Results Areas:**

* Responsibility and accountability for the user learning journey experience, determining the best approach for the assigned market and user segments of the newly hired employees.
* Expertise in active listening skills, highly consultative and solutions-oriented doubled with experience in influencing C-level executives;
* Honed and garnered skills and expertise in entrepreneurial drive and ability to achieve stretch goals in an innovative and fast-paced environment;
* Experienced in a highly analytical, results-oriented environment with external customer interaction;
* Managed a team and worked with the Regionalsales teams to target existing and some new customers and to develop strong relationship with clients and their marketing services agencies/partners;
* Providing information and indicators to the team on width and depth of distribution for enhancing the bottom-line sales;
* Continuous support to the Team in the form of Financial capability information for the partners;

**PREVIOUS EXPERIENCE**

**Jun’10-Dec’10 Sr. AREA SALES MANAGER - ABBOTT NUTRITION INTERNATIONAL (INDIA)**

**Reporting to: National Sales Manager ( India )**

**Key Results Areas:**

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* To plan and achieve the sales targets;
* Ensure control on sales waste (managing breakages / expiry);
* Ensuring quality of market coverage through TSE and distribution network;
* Monitor implementation of Distribution plan across distributor territories;
* Monitor category availability, visibility & freshness (Stock rotation);
* **Feb’99 - Aug’07 Area Executive - ITC Limited ( Bihar & Jharkhand )**
* **Sep’07 – Jun’10 Area Manager – ITC Limited ( West Bengal )**

**Key Results Areas:**

* Evaluate opportunities to maximize business growth for the circle;
* Achievement of agreed Sales objectives for the circle, and mid-course corrections and inputs to reduce variance against expectations;
* Develop and ensure implementation of circle TM&D plan;
* Ensure achievement of plan on category visibility, continuous availability & freshness;
* Ensure quality of market coverage through managing & evaluating efficiencies in TM&D servicing costs;
* Evaluate implementation of the Plan, to ensure inputs are provided to the right markets / channels / outlets;
* Formulate and ensure implementation of trade & consumer promotions and merchandising;
* Facilitate and develop systems for accurate Forecasting;
* Establishing and maintaining appropriate reserve levels by SKUs;
* Budget administration and spends optimization of brand input spends;
* Spend optimization on K-4 (Re Distribution Cost);
* Adequate working capital to meet current & future investment needs;
* Ongoing review of selling arrangements;
* Assist customers in business development - Market Development Programme;
* Assist customers in achieving warehousing efficiency;

**Feb’95 – Oct’98 : Sales Officer, DCW Home Products Pvt. Ltd.( Kolkata,N24 Parganas – West Bengal )**

**Reporting to: Area Manager as a Sales Officer.**

**Key Results Areas:**

* Evaluate opportunities to maximize business growth for the assigned markets/geography;
* Achievement of agreed Sales objectives for the circle, and mid-course corrections and inputs to reduce variance against expectations;
* Ensure achievement of plan on category visibility, continuous availability & freshness;
* Adept at building consensus , aligning teams;
* Developed written and oral communication skills and the ability to express thoughts logically and succinctly.

**ACADEMIC DETAILS**

**1994** PGDBM (Sales &Marketing) from BharatiyaVidyaBhavan,Kolkata

**1991** B.Com (Calcutta University)**ERSONAL DETAILS**

**Date of Birth**: 12th December 1970.

**Marital Status** : Married.

**Language Proficiency**: English, Hindi and Bengali.