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| CONTACT DETAILS   |  |  | | --- | --- | |  | sachinkothari2007@gmail.com /  sachinkothari2000@yahoo.com | |  | +91-9555640025 / +91-9898549636,9015830505 |   CORE COMPETENCIES   |  | | --- | | Strategic Sales & Marketing | | P&L Accountability / Profitability Management / Revenue Maximization | | Key Account Management / Stakeholder Engagements / Client Relationship | | Business Expansion / New Market Development /Demand Generation | | Verbal & Written Communication Skills/ Interpersonal Skills / Presentation Skills / Documentation | | Go-to-Market Strategy | | Channel & Distribution Management / Dealer Management | | Market Research / Market Intelligence / Competitor Analysis | | Product Launch & Promotions / Knowledge Transfers | | Team Building & Leadership / People Management |   AWARDS & ACCOLADES  Received title of “Samaj-Gaurav – 2002” from MahaveerYuvaManchSansthan, Udaipur  “Devendra Smriti Pratibha Samman – 2001” from Shwetamber Sthanakwasi Jain Conference,  Successfully completed two projects in “Toastmasters International Club” of USA    EDUCATION   |  |  | | --- | --- | |  | **2012:** Executive Program in Sales and Marketing from IIM – Calcutta, (among top 10 Nationally) | | **2003: MBA (Marketing)** from Alliance Business Academy, Bangalore (Affiliated to All India Management Association in 2003. (Distinction Holder)  **2001: B.Com.** from Bhopal Nobles P.G. College, Udaipur (Sukhadia University, Udaipur) |   PERSONAL DETAILS   |  | | --- | |  | | **Languages Known:** English and Hindi | | **Permanent Address:** At. J-9, Udai Park, Sector 5, Hiran Magri, Udaipur – 313002  **Present Address: C3**-403 , Lotus pond, VaibhavKhand, Indirapuram, opp sector 62 Noida, GHZ | |  | |  | ***SACHIN KOTHARI***  **| SENIOR MANAGEMENT PROFESSIONAL | NATIONAL HEAD |**  **Alumnus of IIM Kolkata** with expertise in heading end-to-end Sales Lifecycle functions and adding value to the organization by managing new/existing markets with high business profitability. Showcased proven skills in managing P&L, Profit Center, Distribution, Channel Management, high profile accounts, devising business strategy and collaborating with key decision-makers for business expansion  **Location Preference:** Delhi-NCR | | |
| **PROFILE SUMMARY**   * Result-oriented Sales & Business Development professional with **16 years** of experience in **Sales, Business Development, Distribution, Key Account management, Brand Management, Customer Engagement & Support, EBITA & Profit Center Management** with an aim to accomplish organizational objectives & goals * **Currently working in a management capacity as National Head with Letstrack.UK**; heading a cross-functional team of **200+ Professionals** for managing the operations of **4000+ Outlets** at PAN India (Profit Center) in collaboration with **250+ Partners** * Wealth of expertise entails managing the **EBITA & P&L** (Profit Center) functions of the unit * **Delivered outstanding business growth outcomes** in highly competitive/challenging Indian, Asian & other markets and provided multiple digit growth of Revenue, EBITA, fueling marketplace presence, retaining account base and cementing the organization’s presence in the Regional, Zonal and National markets * **Expertise in devising brand enhancement and sales & marketing strategies** to boost market penetration, programs to improve sales opportunities and developing short & long-term plans including promotion & innovation strategies with P&L and budget responsibility * Specialist in building relationship with **Key Decision-makers &** **C Suite Professionals (CEOs/CXOs/CIOs)** across multiple domains * **Conceptualized and executed robust engagement strategies** for target accounts, inclusive of messaging aligned to customer objectives, the right mix of marketing tactics to engage the account and marketing support during and after the sales process * Credited for establishing **large volume, high profit accounts** with excellent levels of retention and loyalty * Led **cross-functional sales &** **marketing, CS, Finance** for achievement of revenue targets; analysed sales reports and developed plans to increase lead generation and customer retention   **NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER**  **WORK EXPERIENCE**  ***Currently working with RANE GROUP, A 90-year-old, 5000 Crore Auto component (Brake lining, Power steering, Air bags, Engine valve Telematics) Manufacturing company as VP – Sales & Strategy for India and International markets*** | | |
|  | | **Since Nov’17: LETSTRACK.UK**  **National Head**  **Significant Highlights:**   * Contributing as a National Head; directing end-to-end sales & marketing operation of the unit * Expanding business in the assigned portfolio by devising go-to-market strategies and consistently improving profitability of the company * Strategizing for augmenting sales & revenue in line with the defined policy of the company * Driving business growth in terms of value, EBITA, volume and market share by introducing new marketing ideas & concepts * Providing innovative leadership in formulating new initiatives in order to accomplish: * The defined objectives, R&R for teams (CEO Trophy), ERP reports * Stock forecasts, ROI of partners, distribution and trade schemes * EBITA (P&L of the organization) * Working closely with the Management/Leadership Team (MD), rolling out innovative brand enhancement strategies (Schemes/Promotions/Contests), resulting in setting benchmarks * Acting as a training specialist; imparting trainings to the Dealers/Retailers Staff/Distributors/ BA/TSMs in order to enhance their skillset and to attain their defined targets * Adhering to the defined corporate guidelines to develop retain channel schemes and obtained approval for the same from MD * Providing strategic direction to the Team pertaining to sales patterns, trends & future sales to drive business decisions * Front-leading wide variety of activities which includes performing outliers review for team & distributors, heading team engagement activities, conferences, GPS tracking and with responsibility of handling technician management activities   **Aug’14 – Nov’17: Reliance, Delhi**  **Assistant General Manager, Cluster Head**  **Significant Highlights:**   * Managed the operations of NCR cluster (profit center) and achieved Gross Add & Revenue and EBITA targets through a highly skilled team of Sales, Network and CS * Collaborated with circle marketing in management of schemes/ promotions/ contests which were being run to promote the company brand in the cluster * Analyzed the competitor’s strategy to formulate counter strategies to increase the market share of the company by assessing the marketing opportunities & target markets as well as the potential customers * Monitored the MIS generation and analysis on a periodic basis and shared the feedback on best practices to Business Head * Conducted sales promotion activities as a part of building and market development effort   **Sep’07 – Aug’14: Bharti Airtel Ltd., Delhi**  **Senior Manager, Zonal Sales Manager**    **Significant Highlights:**   * Consistently achieved the Gross Add & Revenue targets for the territory through Team of 11 TMs, 10 TSEs, 150- Rural Distributors, 30 Sales Personnel and over 3000 Retailers * Entrusted with the responsibilities of managing multiple business: Prepaid, Postpaid, Retail, Airtel Money and DTH * Drove sales through Distributors Network and team of TM, RTM and FSE and encouraged them to drive performance to achieve organizational targets * Ensured the desired product availability up to the last point of the market, Responsible for Airtel prepaid , Airtel money and Airtel DTH business in assigned territory   **May’03-Apr’06: Apollo Tyres Ltd., Delhi/Punjab/Haryana/UP west**  Joined as **Sales Executive (Camp Squad)** & rose to the position of **Territory in Charge Level III, Jodhpur** (Received 3 promotions in 3 years)  **Significant Highlights:**   * Played a significant role in driving sales & marketing functions of the division for Jodhpur, Barmer, Jaisalmer, Balotra, Sanchor, Bheen Mal, Jalore, Sirohi Abu Road, Sumerpur, and Faloudi Districts * Accomplished the sales targets through market mapping, lead generation and by delivered excellent services to existing/new customers * Engaged in conducting promotional campaigns for multiple segments which includes Car, Jeep, Tractor, LCV and HCV along with claims settlements * Worked towards closure of mid and large sized accounts, and ensured on-time payment collections of key accounts | |