

# SHELENDRA BHARDWAJ

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## Summary

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**To secure a challenging position in a Dynamic and a Stable Workplace that allows me to enhance my Professional skills in the best possible way for achieving the company's goals.**

Focused with a comprehensive knowledge of managing and developing stores and leading sales force in sectors like Watches, Apparels. Commercially aware and highly successful in driving business forward whilst delivering high retail standards, through increasing sales performance, business development and H.R skills. Proven ability to maximize sales and profitability through excellent service and the effective management of retail space. Boasting an established ability to deliver growth, maximize sales and achieve set targets. Having a background in multisite retail management and a knack of bringing out the best in others. Prepared and available to take on a challenging role in any fast paced highly competitive market place.

**Excellence and well versed as a Trainer for entire Team.**

## Highlights

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Sales & Marketing / Gap Analysis	Business/Product training & Motivational programs
Strategic & Tactical Planning	Human Resources Management
New Business Development	Program Development
Client / Vendor Relations	Public Relation & Speaking
Team Building & Leadership	Account Management
Presentations & Proposals	Market Share Expansion
Business to Business sales	Innovation
Decision making	Organizational skills
Sales minded	Project Account Management

## Accomplishments

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Results-driven professional with a solid, verifiable career track for successfully propelling industry leaders through start-up ventures and high-growth cycles. Known for delivering record-breaking revenue and profit gains within highly competitive regional markets. Exceptional communicator with strong negotiation, problem resolution, and client needs assessment aptitude.

## Experience

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### **Zonal Sales Manager**

Feb 2019 to Till Date

#### **Jimmy Choo & Givenchy Eyewear – North & East Zone** **SAFILO GROUP**

**Company Profile** “SAFILO (the second largest across the globe in eyewear) is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear with an array of brands like Carrera, Polaroid, Smith, Safilo and Oxydo – and licensed brands Dior, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Elie Saab, Fossil, Givenchy, Havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Saks Fifth Avenue, Swatch, and Tommy Hilfiger. The Group has 7 directly owned plants, four in Italy and three abroad with over 100.000 selected stores across the globe.

### **Business Responsibilities**

- Independently taking care of company's most luxurious brands – JIMMY CHOO & GIVENCHY
- Responsible for overall business of north & east zone (109 Dealer Outlets).
- Independently handling 4 large scale distributors for primary + secondary sales
- Making & implementation of distributor's annual buying projection value wise to adhere company's set primary targets.
- Timely payment collection from distributors as well as dealers for the smooth running process.
- Creation of quarterly and annual sales presentations.
- Direct focus on all premium accounts.
- Develop a strategic plan to achieve company's mission and vision. To promote revenue, profitability and growth.
- Proactively planned for increasing market penetration based on subscriber forecast and inputs from the marketing team.

### **Deputy Program Manager – Microsoft (Pan India)** **Channelplay Ltd**

Nov 2017 to Feb 2019

**Company Profile** “Channelplay is a leading Sales Force Automation, Shopper Marketing & Channel Management company in India. Managing over 5000 field staff, and working with over 60 clients in diverse industries, Channelplay deliver high-performance solutions that helps clients increase their sales at the industry's best ROI”

Handling Accounts		
Sr. No	Brands	Team Count
1	Microsoft	240
2	Bose	125
Grand Total		365

Project Management	Client Servicing
Planned Vs Manned	Maintaining relationships at regional and HO level
Timely Repots publishing – Pan India	Relationships with procurement & accounts department
Maintaining Program Hygiene	To get the Induction & documentation done from my assigned team
Team Management & Control attrition	Timely Invoicing & Payment collection
Store audits / field visits with Live updates	To get the payout done on the scheduled timeline
Competition update / Tracking	Review meets & Presentations

**Deputy Program Manager – Pan India**  
2017

Jul 2016 to Oct

**V5 Global Services Pvt. Ltd**

**Company Profile** “V5 Global is a pan-India integrated business process consulting and restructuring organization that provides a host of services in the sales and marketing domain, to businesses across industries and geographies. V5 GLOBAL aims to make businesses more competitive in their markets through precise execution of analytical strategies, supplemented by cutting-edge technologies and processes.”

Handling Accounts			
Sr. No	Brands	Point of Sales	ISP's
1	Hindware	104 Gallerias	104
2	GoPro	30 Key Accounts	33
3	Innoviti	46 Key Accounts	46
4	Aditya Infotech	36 Locations	36
5	GIMI	13 Key Accounts	13
Grand Total		238 Stores	232

**Business Responsibilities**

- Client management – Handling client engagements like – business reviews, analytics, strategic discussions, business proposals etc.
- Single point of contact for Client.
- Handling team of assigned territories supported by ISP's, ZE, and complete Backend Team.
- Maintain operational control through structural support to ensure achievement of objectives and ensure operational efficiency in terms of time, manpower and cost.

**Zonal SALES MANAGER**  
**Rose Group of Companies – New Delhi**

Feb 2011 to Mar 2016

**Area Manager**  
**Rose Group of Companies – Mumbai Maharashtra**

Jun 2006 to Jan 2011

**Company Profile** “Rose International, leaders in high end Watches & Jewellery. With an array of Brands like Backes & Strauss, Bvlgari, Cartier, Hublot, Franck Muller, Girard Perregaux, Graham, Jaeger Le-Coultre, Parmigiani & Tag Heuer.”

### **Stores handled - Large Format Retail Chains, EBO's & MBO's for entire North Zone.**

Brands	Channel Partners	Point of Sales
Esprit Timewear/Apparals	Shoppers Stop	14
Esprit Collection	Lifestyle International	12
Pierre Cardin	Pantaloons	8
Puma Watches/Apparals	Westside	6
Cerruti 1881	Esprit Stores (Watches/Apparals)	7
Antonio Bernini	Puma Stores (Watches/Apparals)	9
Carerra	Just In Vogue	4
Esprit/Tanya Rossi Jewellery	Helios	12
Overall North Zone		72

### **Role Summary**

- Responsible for overall business of north zone (109 Outlets including Large Format Stores, EBO's & MBO's) i.e. Delhi, NCR, Punjab, Rajasthan, Jammu Kashmir, Uttrakhand & UP. Handled complete sales of all Large Format Stores independently. Planning of Retail strategy for Brands. Appointed 250+ people in team and handled a team of 6 Team-Leaders and 2 supervisors. Managing target based sales of Distributor, Dealers, LFS, their inventory, stock mix and timely Collections. Allocating and controlling the local promotion budgets to the team to ensure the best Utilization of it to achieve the overall objectives.

### **VM Responsibilities**

- Display merchandise with visual appeals to attract customers.
- Integrate brand images in visual presentations throughout the stores.
- Innovate and implement seasonal merchandising presentations.
- Initiate unique visual presentations.

## **Academics**

### **Master's in Business Administration**

Sikkim Manipal University – Noida, Uttar Pradesh.

2013

### **Specialized in RETAIL OPERATIONS**

Grade "A"

Subjects
Principles of Management, Strategic Management
Marketing Management, Human Resource Management
Financial Accounting, Cost Accounting
Consumer Buyer Behavior
Retail Merchandising & Buying
Retail Stores & Operations Management

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**Bachelor of Business Administration**  
M.S University – Tirunalvelli

2007 - 2010  
Grade – First

**Intermediate**  
U.P Board – Science

2005  
Grade – “A”

**Matriculation**  
U.P Borard – All Subjects

2003

**Specialized Qualification**

**Pre-Sea Merchant Navy Training**  
**Training Ship Rahaman – Mumbai, Maharashtra**  
Directorate of Shipping

2005 –2006  
Grade – “A+”

**Limca Books of Records**

Current National Record holder for Driving from Khardungla (Ladakh) to Kanyakumari in 61 Hrs by Car.  
Khardungla to Kanyakumari in 102 Hrs on Motorbike.

