**DWIJENDRA KUMAR TRIPATHI **

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An enthusiastic & high energy-driven professional, targeting senior level assignment in **Business Development, P&L Management and Channel Development & Management** with an organization of high repute

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| **KEY SKILLS**  **Strategic Planning**  **Sales & Marketing**  **Business Expansion & Development**  **P&L Management**  **Channel Management**  **Customer Relationship Management**  **Training & Development**  **Team Leadership** | **PROFILE SUMMARY**   * **Strategic Business Leader** with **over 19 years** of extensive experience in managing **Business Development Operations**, Channel & Distribution Network Management and Team Management across Telecom , FMCG sectors and Fintech * **Successfully led a team of 4 Mid-managerial** **Level** for driving sales, marketing and growth strategies across defined regions; devised strategies and took initiative to **generate business worth INR GTV 60 cr/month** with skills in developing relationships with channel partners/distributors to drive & accelerate sales * Registered **turnaround** **in** **converting less performing channel** across the region into a profitable unit by analyzing existing scenario and devising effective strategy * Delivered **transformational solutions** for multiple requirements covering competitive pricing strategies, market analysis, employee resourcing, distribution infrastructures, marketing & others * Expertise in **revising and implementing sales techniques and analyzing local market trends** and competitive actions to develop strategic plans to grow sales volume and market share * Proven capabilities in **Inventory & Stock Management** with assurance of optimal utilization of resources with expertise in implementing cost control methods * Impressive success in **achieving profit and business growth** **objectives** within rapidly change environments; impeccable record of leading high performance cross-functional teams with excellent analytical & interpersonal skills * Turnaround specialist with excellence in **launching new business** by researching market & identifying new properties, **improving distributor base**, increasing sales by multi-folds and growing top-line & bottom-line |



**ORGANIZATIONAL EXPERIENCE**

**Jan 21 – till Spice money Ltd**

**Manager S&D (Cluster head ) – Fintech (AEPS DMT MATM IRCTC Bhim adhar pay CMS ) Bareilly UP**

**Role:**

* **Business Excellence:** Directed the conceptualization & implementation of competitive business strategies; developed as well as expanded market share towards the achievement of revenue & AOP targets for Feature Phones, Smart Phones and Accessories across Chhattisgarh and Vidharbha
* **Leadership**: Overcame complex business challenges and took high-stakes decisions using experience-backed judgment, strong work ethics & irreproachable integrity
* **Strategic Planning**: Steered diverse responsibilities, including strategy planning & execution, new initiatives
* **Sales**: Maximized the sales opportunities, proactively created new opportunities, developed & managed relationships with key internal & external stakeholders
* **Distribution Network Expansion/Set-up**: Identified and finalized strategies to improve channel/distributor base
* **Profitability Management:** Reviewed distributor-wise profitability and provided action plans to improve the same
* **Stock Planning**: Led demand forecasting & ensured optimum inventory level with better capital rotation to maximize profit; controlled overall distributor’s stock to achieve sales target
* **Budgeting/Financials Management**: Developed budget plans and allocated budgets for various concepts; ensured achievement of annual budgeted revenue target
* **Promotion & Branding**: Devised brand communication strategies including media promotion & activation plans of MATM IRCTC And New SMA
* **Channel Partner Business Improvement:** Developed strategies & plans to improve channel satisfaction level by deploying various engagement programs to achieve GTV and MATM and New sma appointment .
* **HR Management:** Reviewed and controlled HR cost in proportion with business growth & ensured optimal utilization of resources; managed performance of team members and motivated them to perform better
* **Logistics**: Controlled the movement of the consignments as per distributor-wise supply schedule and further route plan from pick up point to the distributor locations within required time at reasonable cost

**Highlights:**

* Generated **business in tune of INR GTV 60 cr /month** from the assigned regions/branches through different channels
* **Led business operations of Bareilly cluster**  **managed a network of 90 Distributors .**
* **Provided training** to internal team members as well as distributors’ team members on products and schemes
* **Supervised complete functions of Customer Care Services** with focus on improving customer delight

**Apr’18 – Jun’19 with Agaston Mobile Pvt. Ltd., Raipur**

**Manager S&D (Branch Head - Vidharbha and Chhattisgarh) – Mobile & Accessories Sales (Raipur) CG**

**Role:**

* **Business Excellence:** Directed the conceptualization & implementation of competitive business strategies; developed as well as expanded market share towards the achievement of revenue & AOP targets for Feature Phones, Smart Phones and Accessories across Chhattisgarh and Vidharbha
* **Leadership**: Overcame complex business challenges and took high-stakes decisions using experience-backed judgment, strong work ethics & irreproachable integrity
* **Strategic Planning**: Steered diverse responsibilities, including strategy planning & execution, new initiatives
* **Sales**: Maximized the sales opportunities, proactively created new opportunities, developed & managed relationships with key internal & external stakeholders
* **Distribution Network Expansion/Set-up**: Identified and finalized strategies to improve channel/distributor base
* **Profitability Management:** Reviewed distributor-wise profitability and provided action plans to improve the same
* **Stock Planning**: Led demand forecasting & ensured optimum inventory level with better capital rotation to maximize profit; controlled overall distributor’s stock to achieve sales target
* **Budgeting/Financials Management**: Developed budget plans and allocated budgets for various concepts; ensured achievement of annual budgeted revenue target
* **Promotion & Branding**: Devised brand communication strategies including media promotion & activation plans and new trade schemes to create better brand engagement and understand customers response for Smart Phone, Feature Phones and Accessories for Brand Tambo, Amayo and Gome
* **Channel Partner Business Improvement:** Developed strategies & plans to improve channel satisfaction level by deploying various engagement programs to achieve WOD and Distribution Targets
* **HR Management:** Reviewed and controlled HR cost in proportion with business growth & ensured optimal utilization of resources; managed performance of team members and motivated them to perform better
* **Logistics**: Controlled the movement of the consignments as per distributor-wise supply schedule and further route plan from pick up point to the distributor locations within required time at reasonable cost

**Highlights:**

* Generated **business in tune of INR 80+ Lac/month** from the assigned regions/branches through different channels
* **Led business operations of 2 branches** at Vidharbha and Chhattisgarh as Branch Head; **managed a network of 21 Distributors across Chhattisgarh and 12 across Vidharbha**
* **Provided training** to internal team members as well as distributors’ team members on products and schemes
* **Supervised complete functions of Customer Care Services** with focus on improving customer delight

**Nov’14 – Apr’18 with Intex Technologies I Limited**

**Growth Path/Deputations**

**Nov’14 – Sep’17** Deputy Manager, Bilaspur

**Oct’17 – Apr’18** Manager – Mobile Sales, Raipur

**Highlights:**

* **Generated business in tune of INR 16 Crores/month** through Smart Phones & Feature Phones by leading a team of 15 members including 3 ASMs, 2 TLs and 10 TSMs across the defined regions of Chhattisgarh
* Ensured consistent achievement of AOP targets as well as WOD and Distribution Targets

**Oct’10 – Oct’14 with Videocon Telecommunication Limited, Chindwara as Manager – Prepaid (Zonal Sales Manager)**

**Highlights:**

* Managed complete business and promotion activities across Chindwara Zone covering Chindwara, Seoni, Balaghat, Mandla and Narshinghpur; ensured achievement of monthly & quarterly targets
* Generated revenue in tune of **INR 50-60 Lacs/month** by leading a team of 3 On-roll and 34 Off-roll members

**Jul’08 – Oct’10 with Tata Teleservices Limited, UP East & Chattishgarh as Deputy Manager –Prepaid (Grade –M5)**

**Highlight:**

* **Developed business to the tune of INR 1 Crore/month** by managing sales promotion for prepaid business

**Apr’04 – Jul’08 with Vidyut Metallics Pvt. Ltd., Delhi NCR as Area Sales Executive**

**Highlight:**

* **Generated revenue of INR 80 Lacs/month** across Delhi NCR and West UP

**Jun’01 – Mar’04 with Effem India Private Limited (Brand – Pedigree), Delhi as Project Manager**

**Highlight:**

* Managed end-to-end activities of the assigned program while ensuring **conversion of over 500 dogs/month** with **business value of approx. INR 1 Crore/month** by leading 30 Sales & 3 Call Center Executives and 2 Data Operators



**ACADEMIC DETAILS**

* **2001: PGDBA (Marketing & IT)** from Academy of Management Studies, Dehradun
* **1998: B.Sc.** from Dr. Ram Manohar Lohia Awadh University, Faizabad



**PERSONAL DETAILS**

**Date of Birth:**  14th October 1981

**Languages Known:** English and Hindi

**Permanent Address:** D160, Budha Vihar Commercial Colony, Tara Mandal Road, Gorakhpur, UP

**Present Address:** 1/172 Geeta niwas suresh sharma Nagar Bareilly up

**(Dwijendra Kumar Tripathi)**

