

Hemanth Manda

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Profile Summary:

An MBA graduate with an experience of 4 years in managing sales, distribution, marketing and business operations at territory and regional level

A firm believer in proper planning and execution of strategies at ground level by maintaining excellent relationships with the stakeholders and driving the teams in right spirits.

A consistent performer who has won many awards including "Best performing manager of the year" award for delivering turn-around performance and giving highest incremental business for the territory

Strategic thinker & sales leader known for high integrity and proven ability in business growth and in reaching organizational goals. Expert in handling projects from the scratch and raising the bar to high standards in Start-Up ecosystem.

Areas of excellence includes

Vision & Focus / Team Leadership / Number Orientation / Quality Improvement

Career Achievement Highlights

- At Shotang, joined as an SRM handling supply for Bangalore. Onboarded & built the best suppliers. Got promoted as City Head-Pune, launched Pune single handedly in record 15 days. Currently handling few Tier-2 cities as Zonal Head
- First sales hire for Grofers. Had done the market research & launched Hyderabad a week before the planned date. Got promoted as sales head within 3 months & was awarded with highest incentive. Launched Visakhapatnam in both sales & operations as a part of expansion team.
- First Sales hire for Chillr in Hyderabad. Launched the operations in Hyderabad on both merchant acquisition & customer acquisition fronts. Highest customer acquisition PAN India for Chillr
- First Sales hire for FACE, joined as BDM handling Hyderabad, was eventually promoted to become Cluster Head for Andhra & Telangana. Started my journey from launching Hyderabad & eventually became the 2nd highest GMV contributor PAN India

Professional Experience:

Shotang - Sabonka Technologies Pvt Ltd (April 2016 — Present)

Zonal Head, Sales and Operations (Maharashtra)

Summary:

Handling the P&L for entire zone. Setting up and handling large teams across sales, retail operations and logistics verticals, ensuring operational SLAs are intact and GMV targets are met as per the AOP.

Roles and responsibilities:

- Owning the P&L for entire zone
- Managing and leading large teams, ensuring the productivity and business parameters are met.
- Leading the category business by initiating and executing various trade schemes, marketing and BTL activities. Winning the retailer's loyalty through extra-ordinary service and business offerings.
- Closely controlling the selection, assortment, inventory and prices of the category from the suppliers, through excellent relationship management.
- Expanding the geographical reach of the operations to Tier-1 and Tier-2 cities in the zone by building a viable logistics model.
- Driving aggressive sales targets for the entire zone as per AOP

Chillr- Backwater Technologies Pvt. Ltd (Nov 2015 to April 2016)

Business Development Manager –Hyderabad

Roles & Responsibilities:

- To set up the city operations and establish the brand in Hyderabad market.
- Designing the road map for Chillr in Hyderabad and scaling up the business with various strategies.
- Handling a team with the objective of on boarding offline sellers to accept Chillr as a payment method.
- Partnering with the enterprises for the various payments solutions.
- Responsible for targets achievement and performance of the entire Hyderabad team
- Planning and executing the promotions and marketing plans to scale up the business in territory.
- Negotiate with merchants to get good discounts & pass on to customers.
- Work closely with different bank employees and corporates to organize various customer acquisitions activities.
- Work closely with product team, to improve the product based on market inputs.
- Key account acquisition, taking care of the legal and compliance adherence of sellers.

Grofers India Pvt Ltd (May 2015–October 2015)

Senior Manager – Sales & Marketing

Roles & Responsibilities:

- One of the first sales hire for the organization. Worked for development and implementation of sales strategies to maintain and drive business growth. Solely responsible for acquiring clients in Hyderabad.

- Worked on confidential strategic initiatives. Role includes multi industry, business analysis & research as per positioning strategy.
- Executing, following up and reviewing the implementation of the sales and marketing plan in order to achieve the agreed objectives in the short term and to ensure that the business strategy is achieved in the long term.
- Responsible for training and leading a team of sales managers.
- Known to promote a winning attitude and foster accountability to consistently exceed performance goals and expectations.
- Designed and executed ATL and BTL marketing strategies to increase reach.
- Launched Visakhapatnam city as a part of **expansion team** in both sales & operations.

FACE – Focus Academy for Career Enhancement-Hyderabad(Jan 2013 – May 2015)

Cluster Head, Business Development

Roles & Responsibilities:

- Improved the overall region turnover by 1200%
- Outperformed on the targets by 125%.
- Developed an understanding of the FACE engagement model, training products and allied services.
- Worked with the Vice President of sales and handle Business Development efforts – both new client acquisition and existing client servicing -in assigned region.
- Created and executed a well-defined market entry strategy for geographic expansion into assigned region.
- Engaged in business intelligence and competitor mapping to understand the businesses of competitors and design BD strategies to clearly differentiate FACE.

ACADEMIC QUALIFICATION:

2011-2013:

Master of Business Administration

(Specialized in Marketing & H.R)

GITAM University, Hyderabad, India.

2007-2011:

Bachelor of Pharmacy

Jawaharlal Nehru Technological University-Hyderabad, India.

Date:

Place: Hyderabad

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