

OBJECTIVE – Work in a progressive organization leveraging my experience in Marketing & Business Development

Skill Set – Marketing, Sales, Business Development, Relationship Management, Business Strategy

PROFESSIONAL SYNOPSIS

- Experienced in **Business Development** and Planning/Execution of **Marketing Strategy** (ATL/BTL)
- Developing **Sales Channel, Product Launch** and forging **long-term relations** with industry leaders
- **Innovative** personality; expertise in **Strategic Planning** & execution with skills in Market Analysis
- Effective **Communicator**, capable of motivating teams and forging strong relationship with key interfaces of the industry to drive sales growth

WORK EXPERIENCE (in reverse chronological order)

Oman Shapoorji Company LLC (OSCO), Oman (May 2017 – Present)

- **Head - Business Development – Real Estate**
 - Project - **Oman Shapoorji Corporate Parks** Sohar Freezone, Oman
 - Developed a **growth strategy** focused on both profitability and customer satisfaction
 - Responsible for **Customer Acquisition** and forging **long-term relationship** with customers
 - **Single Point of Contact for liaison with Freezone Authority & Ministry for Corporate Parks FZC**
 - Achieved full **rental occupancy** through filling vacancies, conducting tours, drafting **lease documentation**, negotiating **lease agreements** and enforcing lease terms
 - Promote property through Digital and BTL **marketing initiatives**
 - Responsible for complete management of **P&L** of Corporate Parks FZC, including **revenue, cost, procurement & manpower allocation**
 - **Property Maintenance** by investigating and resolving **tenant complaints**, enforcing rules of occupancy, coordinating **repairs**, assist in planning renovations

ideaForge Technology Pvt Ltd., Navi Mumbai (October 2015 – February 2017)

- **Senior Manager – Business Development (pan India) – Industrial/Commercial Applications**
 - Company is in indigenous manufacturing of **Unmanned Aerial Systems** or **UAVs (Drones)**
 - **Business Development : New client acquisition targeting pan India Industrial applications market**
 - Responsible for **A to Z strategizing & implementation** of **Client Projects** involving **UAV** usage
 - **Market Analysis** - Analyze peer & technology trends; formulate strategy to stakeholders in order to ensure competitiveness and sustainability of the organization.
 - **Marketing Collaterals** for sales support for Defense and Commercial business
 - **Sectors targeted** – Agriculture, Oil & Gas, Thermal Power, Traffic Control, Construction, Mining, Asset Surveillance
 - Specialized in applications related to **Long Asset Monitoring & Agriculture** applications
 - **Liaison** with Govt departments (DGCA, MHA) for **UAV Regulations** and **Industrial Permits**
 - **Manage flow of pre-qualification proposals and drive Tendering process for Govt/PSU clients**
 - Facilitate long terms **MOUs/JVs** for application based UAV platforms

Kirloskar Oil Engines Ltd, Pune (February 2015 – September 2015)

- **Senior Manager – Technical Marketing**
 - **Ideation & implementation of Brand KOEL Green in Power Generation business (Low/Medium/High Horsepower engines)**
 - Responsible for strategizing and implementation of **ATL/BTL** Marketing activities for Power Generation (Generator/Industrial Engines) business unit
 - Understand products and services offering and approach of **key competitors**; communicate products and services differentiation to sales and provides input to Business Head
 - Drive **campaign management** for client acquisition programs across multiple channels
 - Execute corporate **marketing collateral, digital media** and **E-commerce** initiatives
 - **Media** communication, contributed articles, presentations, events, and conferences
 - **Project scope, strategy** and objectives to internal clients, production team and key leadership
 - **Dealer Channel Management** for all marketing campaigns & consumer

Shapoorji Pallonji & Co. Ltd, Mumbai (July 2014 – January 2015)

- **Consultant – Strategic Brand Planning**
- **Strategizing and implementing the Shapoorji Pallonji 150 years Group Branding**
- Define **brand objectives** for SP Group and its various business verticals and execute on the brand management plan to achieve the desired **brand identity**
- **Brand equity** enhancement for group companies in alignment with the parent brand identity
- Design, creation and delivery of **brand campaigns** to clients, bankers, suppliers
- Short listing, appointment and management of **Marketing resources/agencies**
- **Collaborate** with department functions to enable development in line with the Brand and Marketing plan
- Involve internal **stake holders** for identification & execution of branding opportunities

Elder Pharmaceuticals Ltd., Mumbai/Delhi (November 2009 – May 2014)

- **Manager – Marketing (November 2009 - June 2012)**
- Effective communication messages to the target audience and implementing the same using different media, starting from **Digital to Print**
- **ATL and BTL** activities for new product launches and existing products
- **Media** management and measurement
- Liaison with **creative** agency for marketing **collaterals**
- Sourcing vendors and **Vendor Management**
- Web content and corporate **Website Management**
- **Training** & Development
- Organizing **conferences** and other product launch **events**, participate in **exhibitions/tradeshows**
- **Manager - Sales - North Zone - Corporate & Institutional Sales (July 2012 - May 2014)**
- **Responsible for formation of Corporate Hospital Sales division**
- Accountable for achieving **sales target** with focus on complete **customer coverage**
- Establish an **effective distribution channel** to ensure products availability
- Initiate new business & **tender management** through Rate Contract approval
- **Market intelligence**: Competitors market structure, dealers, new marketing policy, tender information
- Resolving **complaints** or concerns related to products
- Management of **promotional inputs** such as literature, brand campaign, brochures
- Conducting **CMEs** and group meetings as per the strategy

Citigate Dewe Rogerson Communications Pvt. Ltd, Mumbai

- **Relationship Manager - Investor Relations (June 2008 – October 2009)**
- Media and Investor Relations consulting for **listed companies**
- Presented to client the **investment community opinion** regarding the company's performance
- **Investor Presentation** & Media Communication
- Monitored Analyst **Research Reports** on Client and its Peers
- Liaison with **Analysts/Fund Managers** for Investor Relations related functions
- **Market Research** involving the industry/sector and **Perception Analysis**
- **Road Shows, Earnings Conference Calls** involving the Investor community

EDUCATION

Qualification	Institute	Board/ University	Completed in
MBA Marketing	S.P. Jain Institute of Management, Mumbai	Accredited by Association of MBAs (AMBA) London	2014
B.Tech Mechanical	BITS Pilani	Birla Institute of Technology & Sciences (BITS) Pilani	2007

PERMANENT ADDRESS – Flat 203, Building 57, Phase 2, NRI Complex, Seawoods, **Navi Mumbai** 400706

CURRENT ADDRESS – Flat 16, Way No 4468, Building 4963, Al Azaiba, **Muscat**, Sultanate of Oman

(REETABRATA BHATTACHARYA)