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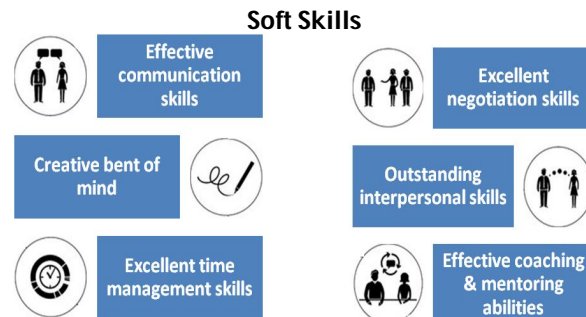
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Sales & Marketing | Business Development | Profit Accountability | Channel Management

Repeatedly produced sustained business and revenue growth in changing markets

SUMMARY

- **Nearly 12 years** of rich experience in strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies
- Hands on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms
- Proven track record of increasing business revenues, streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed clients
- Skilled in networking with strong & reliable channel partners, resulting in deeper market penetration and market share
- Demonstrated abilities in working independently and as part of a team to meet business deadlines
- An effective communicator & team leader with strong analytical, problem solving & organizational abilities
- Possesses a flexible & detail oriented attitude



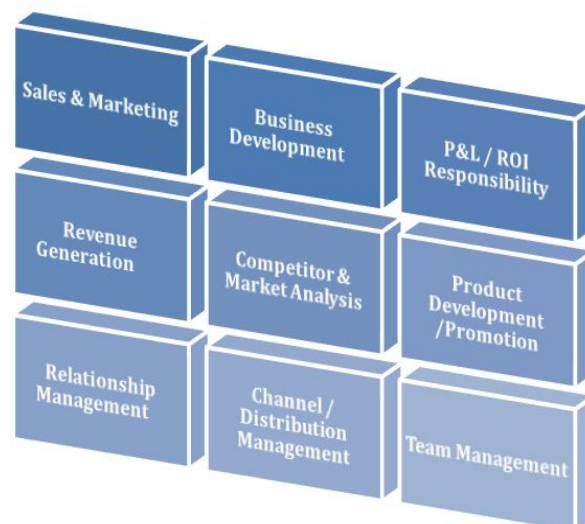
AREAS OF EXPERTISE

Revenue Expansion

- Identifying & developing new streams for revenue growth and Formulating strategies to promote products and services
- Maintaining business relationship with individual, corporate clients to achieve significantly increased revenue and profitability meeting all agreed Key Performance Indicators (KPIs) and Service Level Agreements (SLAs) as part of a large team

Marketing Initiatives

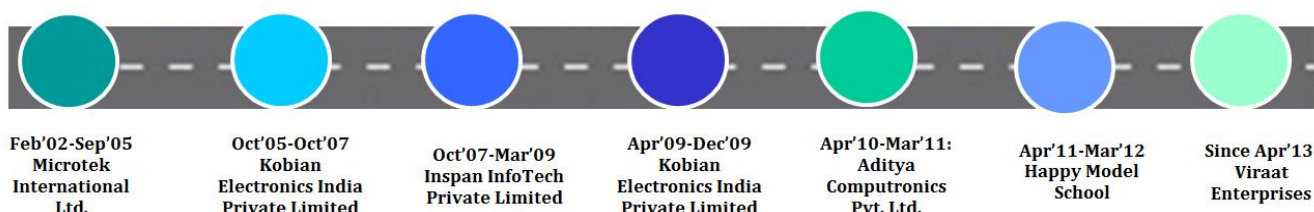
- Developing marketing strategies to build consumer preference and drive volumes
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Evolving market segmentation & penetration strategies to achieve targets
- Providing direction to execute promotions / launches as part of brand building & market development effort



Team Management

- Ascertaining the specific training needs of subordinates and accordingly arranging training programs
- Sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members

Career Timeline



ORGANIZATIONAL EXPERIENCE

Since Apr'13: Viraat Enterprises as Sales Manager-North India

Key Result Areas

- Accountable for leading the annual business of approx. Rs.17 Crs.
- Driving the North India market of Wireless USB Modems of HUAWEI ; MICROMAX , TABLET PC ,Wi.Fi Routers ,Multi SIM GSM MODEMS market overall and territory wise Revenue and Quantity targets for the product on a quarterly basis
- Pivotal in:

- Visiting all markets, plan and implement the sales strategy.
- Analysis of competition pricing and formulating pricing strategies, product mix, discounts and special combination values
- Spearheading the timely roll out of new products to targeted market segments and followed up with in-store marketing activities
- Working out schemes and promotional programs, successfully executing them to sustain current market share and plan product wise growth

Significant Accomplishments

- Augmented the revenues, profits and market share by 20% at Micromax & Huawei by developing 75% (10000 units) by reaching out to C & D Grade cities
- Recognized for holding individual sales & account achievements of Rs.90 Lacs Per month by supplying directly to BSNL
- Holds the merit of developing new territories & markets by giving local level support & schemes
- Efficiently introduced new products & services such as hand to hand replacement policy for DOI case and provided them price and scheme support directly at month-end
- Honoured with Best Seller Award of U-Globe products & Huawei India Products

Apr'11-Mar'12: Happy Model School, Varanasi, Uttar Pradesh as Management Head (Sukhi Parivaar Awam Bal Kalyan Samiti Trust)

Key Result Areas

- Regularly updated all branches I.T. Education and Automation
- Handled finance, accounts, Human Resource, taxation issues and liaison with respective authorities

Apr'10-Mar'11: Aditya Computronics Pvt. Ltd. as Sales Manager-East

Key Result Areas

- Efficaciously managed the annual business of approx. Rs.16 Crs.
- Led sales of the Eastern U.P market for Microsoft; L.G; H.P Printers; Note Books of all branded companies along with computer cabinets & speakers

Apr'09-Dec'09: Kobian Electronics India Private Limited as Product Manager-PAN INDIA

Key Result Areas

- Led annual business of approx. Rs.40Crs.
- Spearheaded PAN India market of speakers and computer cabinets market overall and territory wise Revenue and Quantity targets for the product on a quarterly basis
- Visited all markets, plan and implement the sales strategy for IT, Non IT and Retail markets

Oct'07-Mar'09: Inspan InfoTech Private Limited as Regional Sales Manager-North India

Key Result Areas

- Demonstrated excellence in leading the monthly business of approx. Rs.8 Crs.
- Led the overall revenue and quantity targets for the product on a quarterly basis
- Appointed Sales Executives and Service Engineers for local sales and service as per the directive form HO

Oct'05-Oct'07: Kobian Electronics India Private Limited as Territory Sales Manager-Gujarat

Key Result Areas

- Led the annual business of approx. Rs.24Crs.
- Carried out overall Gujarat IT market revenue and quantity targets for the product on a quarterly basis
- Assigned product wise quarterly/monthly targets to distributor branches in the region in sync with HO in the region
- Assessed the competition pricing and formulating pricing strategies, product mix, discounts and special combination values
- Spearheading timely roll out of new products to targeted market segments and followed up with in-store marketing activities
- Rolled-out schemes and promotional programs and executed them to sustain current market share product wise growth
- Headed Kobian Kare (RMA) Centers in the region to ensure timely repair as per customer satisfaction
- Drafted local schemes / promotions for region specific requirement keeping competition
- Planned media Ads for the year / quarter and conveying the same to the PM / Marketing

INITIAL EXPERIENCE

Feb'02-Sep'05: Microtek International Ltd.

Joined as Branch Manager-Delhi & got promoted to Territory Manager- Ahmedabad (Gujarat) in Sep'03

EDUCATION

1999 M.Tech. (Production) from Kharkov State University, Ukraine
1998 B.Tech. (Production) from Kharkov State University, Ukraine