

Experience Summary (Satish Mishra) :

Have PAN India work experience of Over TWO DECADES in Sales, Marketing & Business Development functions, handling **Multi-Sector Industry Product Domains.**

Present Assignment :

- Taking a small break for the moment.

Immediate Past Assignment :

- Into employment with **M/s. Beda Flow Systems Pvt. Ltd. (Oct.2009 - Sep.2013)** as **Head of Sales & Marketing**.

- **Product lines handled under employment with M/s. Beda Flow includes :**

Flow Meters, Gear Dosing & Radial Piston Pumps, High Pressure Metering pumps for Poly Urethanes, Magnetic Couplings, Hydraulic Components & Accessories, Pressure Monitoring Devices

- **Brands managed under employment with M/s. Beda Flow includes :**

VSE Volumentech, Germany / Beinlich Pumpen, Germany / DST Magnetic Couplings, Germany / Rotary Power, Germany / HBE Hydraulics, Germany / Suco pressure monitoring, Germany

- **Industry Segment (s) handled under employment with M/s. Beda Flow includes :**

Poly Urethanes, Automotive, Hydraulics, Wind Mills, Chemical, Appliances, Oils, Lubes

& Grease, Filling Machines, Paints, Dyes & Ink, Power, Cement, Steel, Energy, Aviation

& Space, Earth Moving Equipments, Farms Equipments..etc.

Responsibilities Included :

- Managing PAN India Business Development Activities for the multiple product lines of E-Holding group companies.
- Created Business Development Modules & Process for growth
- Developed Sales & Marketing Strategies, Business Plans, Budgeting, & Profit Improvement.
- Managed Customer Relationships & their continuous engagement
- Managed Key accounts
- Been Practicising Internet Marketing Strategies & CRM towards effective implementation in the business process.

Past Assignments :

- Been managing Business Development activities of Star ups & SME's as Freelancer for over an year (Oct.'2008 - Sep.'2009)
- Into Active employment with reputed Startups & MNC's for about 16 years (Apr.1991 - Sep. 2008)
- Been holding Sales & Marketing positions in various capacities at National & Regional level during the employment period.

- Been associated with reputed brands like **MARATHON / GRUNDFOS / USHA BRITA / FISHER / LITTELPUMP / SHARP / OKPLAY / FUNSKOOL / TTK** during my employment of 16 years
- **Handled multiple Product domains viz. :**

Monoblock , Submersibles ,Sewage, Drainage , Pressure Booster pumps
Toys, School Furniture's & Educational Aids
Desert Air coolers / Pumps, Motors & Fans / Electrical Accessories
Domestic Kitchen Home Appliances

Specialties/ Skill Sets :

- Sales , Marketing & Business Development Strategies / Budgeting
- E-mail Marketing, Lead generation, Social Media Marketing, SEO
- Bidding / Tendering / Contracts Negotiations
- Branch Management / Profit Centre Operations Management / Imports / Team Management
- Profit Improvement / Market Demand Analysis
- Product Outsourcing Vendor / Sales Channel / OEM's development / Customer Service relationship

My contact Details :

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