

Middle to Senior level positions in Channel Sales / Marketing / Business Development /Retail Operations with a leading organization in the IT sector

AN OVERVIEW

Proactive leader with **16 years of experience in Key Account Management, Retail Operations and Channel Sales Planning, Techno-Commercial Operations, across IT industry, and Operations Management with MNCs.** Accountable to develop Sales n Solution Business with Retail as well as channel partners, handled key account in Business Development into Multi Cities with Multi State by doing multiple activities. Proven track record of escalating profitability levels by effective Strategic Management. Have shown success in securing several profitable businesses by holding techno-commercial negotiations with clients/customers. Deft in developing channel partners for deeper market penetration and enhanced sales. Exceptional communication skills with demonstrated abilities in training, team building & driving sales team to highest echelons of performance.

KEY FUNCTIONAL STRENGTHS

Strategic Management

- Strategizing business directions to ensure maximum profitability in line with organisational objectives.
- Formulating business plan for overall development & accomplishment of top and bottom-line profitability.
- Handling the overall business operations which involve conceptualizing and implementing sound business strategies for accomplishment of sales targets.

Marketing / Business Development

- Exploring and developing new clients and negotiating with them for securing profitable business.
- Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele.
- Giving products demonstration/presentations to clients for securing profitable business.
- Organising promotional programs and participating in exhibitions for greater brand visibility.

Techno-commercial Operations

- Understanding customer requirement, size it and draft complete solution.
- Preparing technical & commercial proposals along with handling tender/ contract / billing related formalities & documentation.
- Preparing of technical specifications & scope and deliverables, estimates, targeted billing schedules, evaluation of quotes and placement of orders.

Retail Operations

- Understanding customer requirement, size it and draft complete solution.
- Preparing technical & commercial proposals along with providing best quotes / AMC Contract / billing related formalities & documentation.
- Retail Sales Management, Retail Chain Development, Purchase Management, Logistic Team Management, Target Working and set BEP, Property Acquisition – Leasing, Team Training and Developments.

- Preparing for Retail Business Plans and Set Targets after conclusion with Top Management & Vendor Companies in order to take benefits mutually.

Channel Management / Distribution for Multi States- Multi Cities :

- Planning & delivering distribution depth in GJ, MH, MP, coverage & Sales.
- Establishing sustainable local partners and build relationships with Partners.
- Planning and managing sales through sub-distributors and breath networks.

Team Supervision

- Leading, mentoring and motivating teams while ensuring compliance to the laid guidelines.
- Imparting training to the team members and channel partners for enhancing their skill levels

PROFESSIONAL BACKGROUND

Since Feb' 2011 to May' 2015 with ECS Biztech Pvt Ltd, as GM –Sales

*Initially was taking care of **Channel Business**, based on performance criteria transfer for **Retails Operation**.*

Role – Retail Business since Sept' 2013 to May' 2015: Understanding customer requirement, size it and draft complete solution, Preparing technical & commercial proposals along with providing best quotes / AMC Contract / billing related formalities & documentation for across GJ outlets & Bangalore as well for the Refurbish Sales, Leading a 65 members of across 18 Retail Outlets.

Attainments

- Retail Sales Management, Retail Chain Development, Purchase Management, Logistic Team Management, Target Working and set BEP, Property Acquisition – Leasing, Team Training and Developments.
- Preparing for Retail Business Plans and Set Targets after conclusion with Top Management & Vendor Companies in order to take benefits mutually.
- Focus on Refurbish Products Sales as Pre-Own products.
- Also focusing on e-Waste Collection as ECO friendly by targeting of big corporate group and education sectors and dealer network.

Role – Channel Business from Feb' 2011 to Aug' 2013 : Identifying and developing channel partners across GJ, MH, MP region and imparting training to them on product, company policies, etc. Leading a team of 21 members for promoting company products by identifying right product mix, prospective clients. Driving bottom line thru key accounts, exploring new accounts to increase penetration across geography.

Attainments

- Successfully accomplished sales target, across the product line inclusive of product launch, generating acceptance for new product by communicating & demonstrating feature of new product to partners.
- Accumulated relevant information which helped the Brand Manager in designing product and its pricing.
- Developed channel business for Acer, Lenovo, Cubit, in GJ, MH, MP.
- Developed 24 Lenovo Exclusive store in MH region.
- Handled in-store branding, POS and store interior to give complete retail experience to consumers.
- **Awarded for Excellence in Sales Performance – Manthan 2013.**
- **Awarded for Commitment – Manthan 2012**
- **Awarded for Quick Turn Around – Manthan 2012.**

Apr' 2007- Jan' 2011 with eMall Infotech Pvt Ltd., Ahmedabad as Sr. Manager – Channel Sales

Role: Guiding 7 field staff who were handling T3 Partners for Acer & Lenovo Business by selling company products to prospective clients. Developing potential partners in same / new geographic area/Segment to facilitate sale of branded PCs.

Attainments

- Promoted SM-Level grade within 2 year.
- Successfully promoted company products through T3 Partners.

- Achieved 300% growth in Notebook biz and 150% growth in Desktop biz in span of 2 years
- Obtained a 200% growth in revenue in just two years.
- **Awarded for Appreciation of our Association – Convergence 2010**
- **Awarded for Recognition of your Excellent Performance – Convergence 2010.**

Apr' 2004- Mar' 2007 with Sai Infosystem (India) Pvt Ltd, Ahmedabad as Assistant Sales Manager – Channel
Joined as Stores Incharge, promoted as Assistant Sales Manager – Channel.

Role: Initially supervising complete branch operations for Goa and Jaipur for enhancing growth and profitability by fulfilling the project of CCMS, BSNL and ITI, Latter on promoted Gujarat base GIL Project and then Transfer EOPO base into new venture related to Retail Operation, where I am taking care of complete IT Procurements, execution in Retail and channel network by identifying business opportunities within channel and promoting company products.

Attainments

- Initially was taking care of Goa & Jaipur branch operation of SIS Group, means have to be fulfilled the Tender Part, billing part, distributions and payment parts as project to project.
- Based on the performance transfer added the responsibility to grow channel business along with retail operations, i.e. Procurement, MMD,
- Appointed channel partners and associated them to grow Vphones projects.
- Gained recognition as few who over-achieved their targets quarter to quarter irrespective of product assign by company.
- Created potential list of channel in line with company's pattern of functioning.
- Appointed channel based on market, product and geography to be addressed.
- Recruited members and directed them to enhance their carrier growth path.
- **Awarded for Best Employee 2006 – 07.**

Apr' 2003- Mar' 2004 with E I DuPont India Ltd, Ahmedabad on behalf of C & F Agent as BDE.
 Join on payroll of J. K. Incorporate,(C & F Agent) Ahmedabad.

Role: Accountable for the Sales and Business Development across Gujarat regions with 3member for the Teflon Products of DuPont. Was taking care of Business Development, Payment Collections, Marcom Activities of the Fluoropolymer Division.

Attainments

- Gained Foothold in the market for complete solutions for the sales and marcom activities.
- Timely payment collection as n when required to maintain Credit policy.
- Supplying require materials across Gujarat by co-ordinate with concern partners.
- Co-ordinate with DuPont Ahmedabad and C & F Agent on time to time as n when require.

June' 1999- Mar' 2003 with Hindustan Antibiotics Ltd, Ahmedabad on behalf of C & F Agent as BDE
 Join on behalf of J.K.Incorporate (C& F Agent) Ahmedabad

Role: Accountable for the Sales and Business Development across Gujarat regions with 2member for the Pesticides Products of HAL. Was taking care of Business Development, Payment Collections, Marcom Activities of the Partners of difference region across Gujarat.

Attainments

- Gained Foothold in the market for complete solutions for the Pesticides Products.
- Timely payment collection as n when required as per Credit Policy.
- Supply require materials across Gujarat by co-ordinate with concern partners / dealers.
- Co-ordinate with HAL Ahmedabad and C & F Agent on time to time.

June' 1998- May' 1999 with Metro Road Transport, Ahmedabad As Business Development Executive.

Role: Accountable for the Logistic Arrangement and Business Development across Gujarat regions and Mumbai by discussion with new vendors. Was taking care of complete branch operation of Ahmedabad and based on the performance have also got the additional responsibility of Mumbai branch.

Attainments

- Gained Foothold in the market by fulfilling the queries of each vendor by providing complete solution.
- Continue Visit to assign territory and discussion with vendors for business development.
- Provide Logistic solution to vendors to reduce transportation cost.
- Timely payment collection as n when required.
- Logistic arrangements to deliver materials properly across Gujarat and Mumbai by co-ordinate with concern vendors.

SCHOLASTICS

2003	B.Com. from Gujarat University
2009	Diploma in Sales from Ahmedabad Management Association, Ahmedabad. (AMA)
2014	MBA (Marketing) from Sikkim Manipal University (SMU)

PERSONAL SNIPPETS

Permanent Address:	E/4, Shyam Gokul Appartment, Shyamal Cross Road, Nr. Overbrdige, Satellite, Ahmedabad- 380054.
Date of Birth:	25 th June 1980
Marital Status:	Married