



Kamal Masih

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MANAGEMENT PROFESSIONAL

Management, New Business Development, Networking & Relationship Building
Contract Negotiations, Project Innovation

PROFILE:

My dynamic management career reflects pioneering experience and exceptional performance in the many facets of the Telecom industry. My skill set remains on the cutting-edge, driving new business through key accounts and establishing strategic relationships. The following skills have allowed me to spur growth in each company I have worked for:

- Expert in project management: goal-oriented and committed to process with strong attention to detail.
- Highly skilled in staff management: mediation, communication and team building.
- Proven track record in building and maintaining relationships with key players in Telecom industry, establishing large-volume, high-profit accounts with excellent levels of retention and loyalty.
- Exceptionally driven: Demonstrates initiative to achieve both personal and corporate goals.
- Creative & innovative.
- Committed to outstanding service.

Presently working with Neha Herbals Pvt Ltd, New Delhi as Area Sales Manager for Central part of Uttarpradesh based at Lucknow (From March 2012 to till date)

Area of Operation	:	Central Uttarpradesh
Brand Handled	:	Neha Hair Colors & Mehendi
Team Size	:	1 TSM, 5 SO's & 5 TSI's.
Reporting	:	Regional Sales Manager

Key Result Areas:

- Instrumental in ensuring proper coverage, with proper availability of stocks at every end; optimizing operational cost of branch and sales force.
- Efficiently developed reporting system for monitoring sales, market trend and competition tracking.
- **Successfully Launched Neha Natural Hair Colour** in assigned area.
- Handled sales forecasting & planning and balanced between primary, secondary and tertiary at every point of distribution.
- Involved in planning, controlling and implementing company policies and trade schemes.
- **Handling an average monthly volume of Rs 32 Lakhs, with a growth of more than 52%.**
- **Implemented the Journey Cycle system across.**
- Ensuring proper inventory level as per market demand at all levels, Super and distributors.
- Ensuring Proper claim management.
- Setting the micro business plan keeping in the mind the macro plan of organization.

Major Accomplishments

- Successfully Launched Neha Herbal Natural Hair Colors in designated territory.
- Achieve Monthly Sales Target and Growth This Year Vs Last Year 52%.

Previous Work Experience:

❖ Worked as Area Sales Manager Beetel Teletech LTD from Feb17-2010 to feb-2012

Job Responsibility:-

- Develop Distributors network in Lucknow, kanpur
- Accountable for tracking the SanDisk memory cards prices on daily basis and plan accordingly so that it will be liquidated by the end of the day and it should not affect the distributor's inventory.
- Played a pivotal role in launching Beetel Mobile, Apple Iphone in assigned area.
- Spearheaded a team of 3 Territory Sales Manager's, & 20 Promoters.
- **Key brands handled - APPLE IPHONE, AIRTEL 3G DATACARDS, SANDISK Memory Cards and BEETEL Mobile.**
- Merit of handling an average monthly volume of Rs 2.5 crores plus.
- Responsible for entire Channel sales of 10 Distributors in Lucknow , Kanpur and upcountry of beetel mobile , Apple "I" phone & scandisk mmc card
- Coordinating with Distributors and its sales team for effective sales
- Sales Trainer: Training sales executives regarding product sales and knowledge.

❖ Worked as TSM for Zen Mobile from Jan15-2008 to feb15-2010

Job Responsibility :

- Develop Distributors network in Lucknow, & Upcountry.
- Responsible for entire Channel sales of more than 250 dealers of Zen Handsets in Lucknow, Reason.
- Handled sales forecasting & planning and balanced between primary, secondary and tertiary at every point of distribution.
- Responsible for creating awareness of Zen handsets.
- Develop Channel network for Zen mobile.
- Coordinating with Channel partners for developing effective distribution.

❖ Worked as Team Leader in NOKIA (under pushpa sales) from 2005-2008

Job Responsibility:

- Governing Sales Team of 3 (three) Sales Executives
- Responsible for entire Channel sales of more then 150 dealers of Nokia Handsets and accessories in Lucknow, Reason
- Responsible for creating awareness of Nokia handsets
- Responsible for entire Channel sales and Develop Channel network for Nokia handsets

❖ Worked as Sales Executive in Godrej Consumer Care(FMCG) from 1999-2005:

Job Responsibility:

To oversee all sales and business development functions (for five years), including new product rollouts, key account management, customer relationship development, contract negotiations, and order fulfillment. Provide cross-functional team training, coaching, and mentoring. Direct network of district sales managers and marketing associates located throughout the Lucknow. Design, implement, and adjust various sales plans and programs for high output.

Personal Particulars:

Date of Birth : August the 16, 1981

Languages Known : English and Hindi

EDUCATION:

Mass Communication : U.P.R.T.O.U 2008
Bachelor Degree : Lucknow University 2003

Intermediate	:	U.P. Board	1999
High School	:	U.P. Board	1997

Key Skills:

Talented, result-producing marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in directing the creation of marketing tools and steering the execution of marketing programs. Demonstrated successful growth in targeted markets by achieving high targets. Solid leadership skills involving able to build and guide top-performing marketing teams. Adept at communicating with management, vendors, and internal departments and coordinate overall marketing efforts.

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date:**Place: Lucknow.****(Kamal Masih)**