

SHANTILAL JADHAV

Address-O-13, Krishna Keval Township, Kondhava, Pune-411048

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CAREER SUMMARY

Sales manager with more than 20+ years of experience in FMCG Industry and Service (Education) Industry with master degree in Marketing & Human Resource Management. Excel at Territory Development, Major Account Management; Channel Management, Sales Force Training and New Business Development.

CAREER SYNOPSIS

- 11 years of experience in hard core sales in FMCG.
- 9 Years of experience in Service (Management Education) Industry.
- Not a job hopper and consistently worked more than 4 years in each organization resulting in high profitability to the organization, customer and subordinates satisfaction.
- Investigated sales techniques and found useful at different time and place and trained Sales Force.
- Monitored and assessed performance of 120 students /year and the implementation of the curriculum.
- Trained, developed, mentored and coached more than 500+ fresh MBA students mostly from rural background and placed in MNCs.
- Successfully launched 3 different brands and established the brand in different districts in Maharashtra.
- Planned organized, supervised and implemented manufacturing procedures in accordance with Quality Assurance methods, new process technologies, managerial strategies and quarterly/annual budgets and reduced cost by 10%.
- Supervised and administered staff and equipment/machines throughout production process. Invented new techniques and reduced maintenance cost by 30%.
- Solely handled 2 dairy plant of 20000liter/day capacity..

ACCOMPLISHMENTS IN FMCG SECTOR

- Identified and appointed 55+ dealers network , establishing strategic alliances / tie-ups with suitable channel partners, resulting in deeper market penetration and reach for achieving profitability and increased sale of Pouch Milk from 0 liters to 18000 liters/day within one year
 - Launched and distributed company product to over 500+ accounts and increased sales of milk and milk products of Sterilized Milk, Lassi, Curd, Ghee, and Butter milk with full capacity of milk plant
 - Trained & Developed 90+ salesman of dealers and achieved 100% target consistently for 3 Years.
 - Developed brand and channel strategies to more effectively grow local market share; grew sales nearly 6 percent in 2003 while served market decreased up to 11 percent.
 - Conducted frequent surveys among the customers regarding the requirements of products at present and estimating the requirements in the future and achieved 100% satisfaction.
 - Tactfully resolved channel conflict and workers tribulations and achieved satisfaction in long term benefit to the organizations.
 - Provided significant input into the annual marketing plan, specifically: sales forecasts for each product (taking into consideration past history, market trends, competitive activity and required sales effort), allocation of expenses between products (taking into consideration stage in product life cycle, potential for future growth and profit contribution, potential competitors), required sales promotion programme (taking into consideration marketing strengths relative to competitors, selling opportunities and customers needs and attitudes) and the marketing materials needed to accomplish the goals.
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ACCOMPLISHMENTS IN SERVICE SECTOR

- Oriented and trained 14 faculty staff to indoctrinate policies and procedures of the Institute.
- Developed the process of teaching and learning and create a productive and well-regarded learning environment for students in a manner consistent with the Institute's vision & achieved 92% to 96% results of passing of enrolled students consistently.
- Designed, developed and implemented marketing plan Institute program and marketed fruitfully across Maharashtra, Gujarat, and Madhya Pradesh and achieved full quota of admission of 60 seats.
- Designed and developed marketing material including Institute brochures, Trade show, Booth Graphics, Banners, Posters and Print Advertisements& accomplished 100% enrollment of students.
- Organized lectures/ seminars and workshops for students on career counseling, interview techniques, soft skill development and making familiar with expectations/needs of industrial world.
- Conducted periodic reviews of the effectiveness of the academic program as per relevant accreditation body, includes standards of practice and evidence based instruction
- Participated in conducting needs analysis and worked with subject matter experts to develop customized training programs to meet identified needs and reduced absenteeism by 60%

AREAS OF EXPERTISE

- Channel Management & Development
- Sale Force Training
- Promotional Activities
- Competitor Analysis
- Business & Commercial Acumen
- People Management
- Liaison With Related Agencies
- Marketing Research
- New Business Development
- Customer Relationship Management

EMPLOYMENT HISTORY

Head of the Department :-	Rajgad Institute of Management Research & Development Pune	2011-2014
	<ul style="list-style-type: none">• Marketing, Admin, Liaison with agencies, Training& Placement, Promotion.	
Assistant Professor :-	Mandke Institute of Management & Research Pune	2007-2011
	<ul style="list-style-type: none">• Marketing, Admin, Liaison with agencies, Training& Placement, Promotion.	
Center Head :-	Institute of Business Management & Information Technology Pune	2005-2007
	<ul style="list-style-type: none">• Admin & Marketing, Management of entire center	
General Manager :-	Prakash Milk & Milk Product Pvt. Ltd.	2000-2005
	<ul style="list-style-type: none">• Production, Admin, Sales, Workers & Dealer Management.	
Marketing Manager :-	Ashish Dairy Industries Talegoan	1997-2000
	<ul style="list-style-type: none">• Production, Admin, Sales, Workers & Dealer Management.	
Marketing Officer :-	Saikrupa Dairy Pvt. Ltd	1994-1997
	<ul style="list-style-type: none">• Sales, Channel development & Management	

EDUCATION

Degree	University	Specialization
M. Sc.	University of Pune	Chemistry
M.B.A	Tilak Maharashtra University	Marketing
M.B.A	EIILM university Sikkim	HRM