**Sameer Tuplondhe**

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**Seeking GM/VP level assignments as Profit Center Head/ Sales and Marketing/ National Level Assignment Channel Management/Marketing Strategy/ Strategic Business Planning/ Business Development in a growth oriented organisation, preferably in the FMCG/ OTC/ HEALTHCARE Sector.**

**Professional Profile**

**1990-92** Batch MMS - (Marketing) from Chetna **Institute of Management and Research**, **Mumbai**. A result oriented professional with over 19 years of experience in managing the Profit Centre Operations encompassing Sales and Marketing/Sales Management/Distribution Management/ Business Development/National & International Marketing/Client Relationship Management/Brand Management/New Market Development/Key Account Management/ Supply Chain Management/ Finance and Team Management in the OTC, FMCG & Health Care Sector.

**Currently working with NOBEL HYGIENE LTD as GM-(SALES & MARKETING)**

Prior to this assignment worked with

**ELDER HEALTH CARE LTD, as Head Marketing-(International Business)**

Prior to this, Last assignment was with an

**American MNC Merisant (I), (Food Division of Monsanto) as a BUSINESS MANAGER-SOUTH ASIA, looking after the Brand EQUAL® & Canderel ® - Low calorie Sweeteners. (Total stint in this organization was 10 years.)**

A proactive leader and planner with expertise in marketing, strategic planning, market plan execution, pre-sales efforts with **skills in P&L management**, competitor and market analysis. An Out-of-the-Box Thinker with a proven track record of increasing revenues, establishing distribution networks, streamlining workflow and creating a teamwork environment to enhance profitability innovatively for reputed business houses. Distinction of exploring new markets for expanding businesses from scratch and streamlining operations. An effective communicator & team leader combined with flexible & detail oriented attitude with the ability to interact effectively with people of diverse culture across.

***Core Competencies***

**Strategic Planning**

* Establishing corporate goals, short term and long-term budgets and developing business plans for the achievement of these goals. Forecasting (LRP & SRP) Long range planning & short range planning.
* Actively involved in business planning, marketing plan and analysis for assessment of revenue potential in business opportunities.
* Implemented various systems and procedures, thereby enhancing the efficiency of the organization.
* Identifying and achieving key business objectives with Pan India P&L responsibility.
* Creating and executing Sales expansion strategies to consistently grow the business.
* Managing Marketing programs – with appropriate ATL and BTL budgets to drive business growth.
* Managing large field forces with effective hands on leadership and driving team efforts to help achieve business objectives.
* Vast management experience across diverse business sectors.
* Exposure to manufacturing and large scale distribution networks.

**Sales Management**

* Developing Sales Strategies to build consumer preference and drive volumes through brand/portfolio strategy.
* Profit & Loss responsibility which includes Sales Revenue & Expense monitoring.
* Liasoning with Sales team for smooth execution of new product launches, Merchandising, etc .
* Responsible for Channel Management, debtor control, stock management and sales forecasting
* Design & implement sales promotion activities for enhancing brand visibility/ coverage & reach.
* Responsible for recruiting, training, provide direction and motivation to the sales team, ensuring optimum performance.
* Annual Forecasting, Budgeting, Planning and implementing marketing / brand plans, consumer promotion offers / trade schemes for brand building & achieving sales targets along with the sales team.
* Profit & Loss responsibility which includes Sales Revenue and A&SP Expense monitoring.

**Distribution Management**

* Identifying and networking with channel partners, resulting in deeper market penetration and reach.
* Evaluating performance & monitoring their sales and marketing activities.
* Implementation of Target bound Schemes and incentivizing Distribution network.
* Appointing & handling logistics through CnF, Superstockist & Distributors.

**Key Account Management**

* Initiating and developing relationships with key decision makers in target organizations for business development like **Modern Trade, All Star Hotels Chains, Leading Institutions** & Key accounts.
* Identifying prospective clients from various sectors such as government and corporate, generating business from the existing clients.
* Evolving market segmentation & penetration strategies to achieve targets.
* Managing activities for all divisions Retail, Direct Marketing, Service, Modern Trade, Institutional etc.
* Finalizing rate contract & ensuring effective services with regular supplies & Liasoning on periodical basis with all institutions.

**Marketing Management**

* Handling entire Marketing Management portfolio [includes handling Advertising, Media, Promotional Research & P.R. Agency].
* Planning & Implementing **ATL** promotion activities for all the brands at an National level as well as Regional level. viz. Electronic, Web based, Outdoor, Print etc.
* Planning and execution of **BTL** / Sales promotion initiatives across the country. viz. Window Display, QPS, Consumer Offers, Activations etc.
* To continuously develop & launch **NPD** under existing or new brands from concept stage which includes brand positioning, communication strategy, promotional activity plan, development and execution.
* Leading market research initiatives to understand customer insights & brand health. Analyze market intelligence on competition, lifestyle trends, and consumer behavior.
* Regularly initiate various Market Research & development work for the brands viz. Concept Test, U&A, Brand Health, Packaging research, Communication effectiveness.
* Launch marketing campaigns like “Free of Sugar, great Taste” & “Do it for your Self for beverages”
* Introduce new SKU like 500 Tabs, 100 Sachets & Institutional packs successfully. Also new product development through Ideation, development, and commercialization in line with internal systems and processes.
* Monitor , analyze competitor activities, market share ,through Audits and Market Research
* Packaging Development – Plan for new packaging if any and ensure compliance with legal norms
* To develop Loyalty Programs / Referral Programs for the end consumers.

**New Market Development: NATIONAL**

* Identifying new market segments and tapping profitable business opportunities.
* Evolving market segmentation & penetration strategies to achieve product wise targets.

**Financial Planning/ Management**

* Spearheading finance functions involving determining financial objectives, designing & implementing systems, policies & procedures to facilitate financial control.
* Instituting internal control systems, undertaking cost reduction initiatives to ensure accurate collection and reporting as well as consolidating reviews and taking corrective actions.
* Formulating budgets and conducting variance analysis to determine difference between projected figures & actual expenditure and implementing corrective actions.
* Monitoring Cash flow on the operations of the company to review the cash position.
* Taking adequate measures to ensure timely receipt of payments.

***Career Highlights***

**Organizational Experience**

**NOBEL HYGIENE Ltd: GM (Marketing & Sales) Since: JAN 2012...**

*(DAIPER INDUSTRY As Market Leader with BRAND “FRIENDS” in Adult category & Brand “TEDDY” for Baby Diaper)*

***Key Result Areas:***

Sales & Marketing

* Handling Sales & Marketing operations at All India Level with devising Sales & Marketing Strategy.
* Ensured wider Distribution strategy through different “Channels of Distribution” like Retail (FMCG); Surgical Parties (Pharma); Institutions supplies like Hospitals & Wholesale Channel.
* Introduce the Concept of “NOBEL FAMILY”. Launch “CORE TEAM MEETINGS” TO Bind the Organization with one Single Objective.
* Strategic move to focus upon Retail Penetration in B Class Town with basic Objective of “Width & Depth” of Distribution.
* Introduce effective Reporting Pattern weekly/Monthly to monitor Secondary/Primary Sales at All India.
* Launch the Campaign of “Pay Lagu” for Adults Diaper with the theme of Caring & respectability towards Elders.
* Launch Campaign of “Teddy Baby Diaper”, with the Theme of “Teddy Baby” “Happy Baby”, against the onslaught of Huggies & Pampers.
* Develop special markets like North East J & K Kerala as special focus target market & took quantum leap in growth of the business.
* Introduce CnF system for better Logistics & Cost feasibility of the Business with Primary as well as Secondary Freight considerations.
* Handle CSD & Private Label Business for enhancement.

***Achievements:***

* Successfully took the Growth of 300% in the Business, with expansion in Distribution network.
* Close Co-ordination with Operations/Production; Finance & Accounts, Logistics & HR for smooth co-ordination of Business.
* Managed the P & L of the entire business operations. Brought down the Sales to Expense Ratio from 12% to 5.5% effectively.
* Introduce the concept of “NOBEL HYGIENE FAMILY” & “Core Team” for effective integration of all functions.

**Elder Health Care Ltd. Since: Mar 2011 To Dec 2011**

**Head International Business Marketing Manager - International**

***Key Result Areas:***

Sales & Marketing

* Devising marketing Strategy for the division along with P & L for individual countries. Developing brands in personal Care, Hair Care & Pain Management. Brands like Go-Fair Fairness range, Light Touch Fairness range, Pain Balms, Neem Tone Herbal range.
* Introducing the concept of “Go-Global” theme for the IBD division.
* Effectively negotiating with the prospective parties, with drawing up terms of agreement, devising strategy for launch.
* Devising pricing strategy & drawing up P & L for the respective country along with the IBD division.
* Devising & implementing brand strategy, sales promotion strategy for market development.

***Achievements:***

* Effectively launch in Sri-Lanka, Bulgaria & Nepal markets. The entire planning from appointing channel partner to launch of product.
* Final stage negotiations with countries of South East Asia, LATAM, Africa & Middle East Channel partners.
* Planned & Implemented marketing strategy for all the above market with appointing manpower.

**Organisation: Merisant India**: Brand EQUAL® & Canderel®, Low calorie Sweeteners **[ 10 YEARS ]**

***An American MNC with operations in almost 120 countries.***

**Designation:** **Business Manager – South Asia**  **Duration: Since Jun’2001 – Mar 2011**

*Joined as Area Sales Manager (****ASM****)-West Zone*

*Promoted as Regional Sales Manager (****RSM****)*

*Promoted as* ***National Manager*** *(****NM-Sales & Marketing****)*

*Promoted as* ***Business Manager- South Asia***

* Distinction of managing the entire business operations, thereby ensuring business growth and profitability.
* Accountable for managing the sales and marketing operations for promoting the brand- Brand EQUAL®
* Launch marketing campaigns like “Free of Sugar, great Taste” & “Do it for your Self for beverages”
* Introduce new SKU like 500 Tabs, 100 Sachets & Institutional packs successfully.
* Expanded the distribution network by appointing number of channel partners such as Distributors, C&F and Super stockiest in the India.
* Significantly handled institutional business and managed CSD operations along with General Trade.
* Successfully launched various brands such as 100 Sac Retail & 500 Tab Pack.
* Relationship management with the supply chain/ finance/ departments, ensuring smooth production operations.
* Liaisons with various audit firms such as (PWC) and government bodies for statutory obligations.
* Excellent relations with various export countries such as Bangladesh, Pakistan, Sri-Lanka, and Nepal & Maldives.
* Instrumental in bringing back the brand-EQUAL® from the Distributor-GLAXO.
* Established and set up Merisant India operations at National Level.
* Distinction of implementing various systems & procedures in all job functions & at all levels such as:
  + Training field employees for streamlining channel partners accounts
  + Collection & discipline in market approach
  + Demand Creation Activities
  + Complaint in product redressal
  + Quality production with just in time approach
  + Smoothing accounting procedure & stream lining all debtors & creditors, to focus entire organization on growth path.
* Received appreciation from V.P/Director Asia-Pacific based in Singapore office Mr.B.K.Chiu with all time high increment & incentive.
* Handled major clients such as Taj Hotels, Oberios Hotels, ITC; Air-India & CSD along with all exports parties.
* Significantly handled the execution of the orders & went into rate contract negotiations on yearly basis.
* Increase the market share of Merisant India from 17% in 2004 to 25% market share ( 2006) and increased the export market by 33%
* Introduced the concept of “OUTLET LEADERSHIP”

**Organisation: ZYDUS CADILA HEALTHCARE: (COSMETICS DIVISION***)-***(BRAND SUGAR FREE & EVERYUTH)**

**Designation:** Area Sales Manager **Duration: Aug’1999-Jun’2001**

* Accountable for managing the sales and marketing operations for promoting 2 brands- Sugar Free – Low Calorie Sweeteners & Everyuth –Cosmetic Range in the Mumbai region.
* Expanded the distribution network by appointing 25% more channel partners such as Distributors’, C&F and Super-stockiest in Mumbai.
* Significantly handled institutional business and managed CSD operations with Retail Distribution.
* Successfully launched different retail schemes to get growth in business.
* Significantly increased the coverage & distribution by 30% both for Cosmetics & Sugar Free.
* Implemented Cash & Carry approach at all Level.
* Achieved growth rate of 100% in the territory.

**Organisation: CFL Ltd. (LOTTO SPORT’S SHOES)**

**Designation: Area Sales Manager-West Duration: Jul’1994-Jul’1997**

* Accountable for managing the sales and marketing operations for promoting LOTTO Sports Shoes and achieve profitability.
* Streamlined the entire outstanding issues & smooth functioning of dealer network.
* Launched high-end models along with regular ones.
* Initiated the operations of the exclusive “Lotto” brand outlets.
* Achieved coverage of 100% with FMCG working norms
* Instrumental in implementing Cash & Carry model in shoes business
* Successfully handled mother depot for India with C&F operations.

**Organisation: Wiltech India (WILMAN TWIN BLADE & SHAVING SYSTEMS)-RPG Group.**

**Designation:** Area Sales Executive (Joined as Management Trainee)

**Duration: Jun’1992-Jun’1994**

* Accountable for managing the sales and marketing operations for promoting Wilman Twin Blade & Shaving systems and achieve profitability.
* Successfully introduced various promotional schemes such as window displays
* Controlled wholesale trade for effective growth.
* Achieved 100% target & effectively managed the distribution network, with a proven track record of covering almost 100% covering non-traditional outlets.
* Successfully launched the :
  + Gift Article Schemes to stabilize price parity.
  + Shaving foam & two twin pack.

***IT Skills:*** Well versed with MS OFFICE

***Academic Credentials***

### B.Com

**Bombay University, 1990**

**MMS (Marketing)**

**Chetnana’ R.K. Institute of Management and Research, Mumbai.**

**Bombay University, 1992**

**M.Phil**

**J.N.U New Delhi, 1997-99**

**Dissertation: “Consumption Patterns in Indian Society”**

***Other Achievements***

* Cleared All India NET examination.
* Active member of Girivihar Hiking Club
* Completed course with Amateurs Riders Association
* Completed course from Nazareth Speakers Academy
* Appeared for Government Hindi language course & “Tabla” as musical instrument
* Attended corporate seminars on management topics & three day workshop of Mr. Shiv Khera

***Personal Details***

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**Date of Birth:** 7th August 1968

**CTC - Rs. 00 lacs per annum plus Company Car**

***Reference’s: Upon Request***