

ANSUMAN PANI

Male, 29 years

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CAREER OBJECTIVE

Seeking challenging assignments in **Leadership role as Zonal Manager/ Regional Manager/ Operation Head** across Marketing & Sales Operation i.e Distribution Management, Business Development, Branch Management, Client Relationship Management; Key accounts Management/ Institutional sales, Strategic Planning Domain & a long term association with an esteemed organization higher in the hierarchy.

EXECUTIVE SUMMARY

- Multi faced experience of **5+ years in Managerial Role at "Tyre industry, Plastic Industry, Medical Instrument & Equipment Industry with expertise"** in the domain of "Marketing & Sales Operation" which includes "Business Development, Channel sales Management / Distribution Management, Client Relationship Management, Key Accounts Management, Strategic Planning & Team Management"; Currently Spearheading with **Medi Era Life Science as Business Development Manager (State Head) , Bhubaneswar, Odisha.**
- Adept in creating and developing strong network of channel partners including - Dealers, Distributor / Sales Promoter, Sub-dealers etc to ensure wider coverage and deeper market penetration.
- Expertise in strategically reviewing & interpreting the competition & market information to fine-tune approaches while identifying prospective clients.
- Initiating change and implement effective business strategies in challenging environments to enhance revenue generation, market share expansion and profitability.
- Possess the ability to work comfortably in diverse teams and challenging environment with people from diverse backgrounds and experiences.
- Excellent Relationship Management and Excellent time management skill combines with strong business acumen.
- Outstanding communication skills, verbal as well as written coupled with good presentation skills with the ability to perform above expectations.

CORE COMPETENCY

- Business Development
- Customer Relationship Management
- Team Management
- Leadership Skills
- Distribution Management
- Institutional Sales
- Sales & Marketing Management
- Profit & Loss Management
- Strategic Planning
- Analytical & Presentation Skills

EDUCATIONAL QUALIFICATIONS

Qualification	School/College	Board/ University	Year of Passing	Percentage/ CGPA
M.B.A (Marketing)	KIIT School Of Management(KSOM)	KIIT University	2018	6.96
B.Tech (CSE)	Institute of Technical Education and Research(BBSR)	SOA University	2015	7.55
12 th	Jupiter +2 Science College(BBSR)	CHSE(Odisha)	2011	67.33%
10 th	Saraswati Vidya Mandir(BBSR)	HSE(Odisha)	2009	81.17%

ORGANISATIONAL EXPERIENCE

- **Organization: Medi Era Life Science (Business Development Manager)**, Odisha , (July 2022 onwards)
- **Brief Description:**
- **Covered 30 districts** of State traveling to and fro inter state areas, to achieve specific targets for the profit of the company.
- Being connected with DPM, DAM, DDM, DMRCH, ADMO, DVLM , CDMO, FLC, PLL, PHARMACIST, TSK, Accountant for all 30 districts, have achieved all the possible milestones including accelerating the turn over of the company.
- Have successfully completed **4-5 Projects** dealing with complex products (Truenat machine, CBC, Semi Auto Analyzer) across the districts of the state single handed.
- **45 Cr Sales** has been achieved in favor of the company by the continuous integration and management by me.
- Managing things from the higher level to supervising work and visiting people at the ground level at the same time was managed efficiently.
- Different connections built up by me with different **DPM, DDM, DAM, DMRCH, ADMO, CDMO, DBLM, FLC, PLL, PHARMACIST, TSK, Accountant** spread-ed across 30 districts of the state, which helped me as well to the company for achieving a good hold and connection for more visibility of the product.
- Project named "**Arogyam**" , "**Nabadampati**" , "**15th Finance Commission**" are predominately headed by me where complete implementation, management and smooth implications are being taken care .
- Leading several projects from the company side as "**Admin Head/BDM** " includes scaling up with different plans, graphs and strategies for the end to end implementation of a more budgeted project adds up to the company profit as well.
- **Organization: Jagdamba Polymers PVT LTD (Sr. Marketing Manager)**, Odisha , (June 2019 - June 2022)
- **Brief Description:**
- I was working as a Senior Marketing Manager in Ankur Plastic for all Odisha & out of Odisha as well.
- From my Joining, I was working on Costal & Western odisha. Before 2019 our western odisha market was very poor but in 2021 , It had grown because we executed much more strategies & sales schemes there to capture the market & we were successful.
- I was involved in Company's Branding, Pricing, Advertisements, Digital Marketing , New Product development as per demand , Monthly & Yearly Schemes , Market Research, New Market penetration, Participation in different marketing events etc .
- On January 2020, I had opened a New Warehouse of my company in Visakhapatnam , now we were making a sales of **1.2 crore monthly** from there itself & planning for a new warehouse in another state in this 2021 itself.
- **I generated 25 New distributors & 277 dealers** in Both Household & Furniture segment in Odisha as well as Out of Odisha.
- I had launched an Android application for our secondary sales, order placement, stock checking, etc . This platform is actually for the dealers who will give orders to the distributors. Also Distributors will place order to the company by using this application.
- Our company has 3 Retail Marts in BBSR & I was managing all the sales part, Procuring part, Payment Part, Stock Part as well as the application also. There were 10 staffs in our 3 retail marts & all were reporting to me .
- We were into manufacturing, Distribution as well as Retail also - We had 4 divisions such as Houseware, Furniture , Insulated Thermoware & Pet Preforms.
- **Organization: JK TYRE & INDUSTRIES LTD (Sales Officer Trainee)**, Raipur , (June 2018 - May 2019)
- **Brief Description:**
- I was working as a Sales Trainee in JK Tyre for B2B marketing as well as client handling.
- Responsible for generating new leads such as Distributors and dealers for the company.
- Was involved in solicit feedback on product & services.
- Achieved 85 to 90% target during my tenure.
- Generated 4 new distributors, 35 new dealers & 4 Petro channel units for the company.
- I had also generated 5 Express wheels , 3 Steel Wheels, 2 Truck Wheels in Chhattisgarh .
- I was looking into whole Raipur & as well as near by area such as Durg, Bhilai, Bilaspur, Rajnandgaon, Dhamtari, Mahasamund, Arang etc.
- Basically I was looking into 4 wheeler segment & 2-3 wheeler segment such as Car, Auto, Bikes, Scooters also some truck segment in Small markets etc.
- I penetrated 3 new markets near Raipur - Arang, Mahasamund, Rajnandgaon & near by areas.
- I had also managed 9 fleet owners vehicles in Bhilai, Durg as well as Raipur itself. (Near about 250 Vehicles)

INTERNSHIP / ACADEMIC PROJECTS

- **Organization: ORISSA ESPRESSO PVT. LTD , BHUBANESWAR , May-June 2017**
- **Title:** "Marketing Strategies for NEXGEN Products"
- **Brief Description:**
- Assigned the role of a Sales-Officer for B2B marketing.
- Contributed to maximize the sale into new market by using various schemes.
- Generated 125 fresh tie-ups for the company for which I was rewarded in form of floor appreciation.
- Organized an awareness campaign which was even a great attraction during my internship period.

COMPUTER PROFICIENCY

- MS Office
- Adobe Photoshop
- Adobe Lightroom

INTERESTS / EXTRACURRICULAR ACTIVITIES

- Coordinated blood donation camp of "Akhil Bhartiya Terapanth Yuvak Parishad" in 2014 at SOA university
- Photography
- Active Member of Ashraystali & Madhurmayee Sikhya-Niketan 2 NGOs in Bhubaneswar (Old Age Home & Prisoner Child Care)

PERSONAL DETAILS

Date of Birth: 30th Nov 1993
Gender: Male
Marital Status: Un-Married
Language : English, Hindi, Oriya (Speak, Read & Write)