

OM PRAKASH MOHAPATRA

Mobile: +91 9771410803 | E-Mail: om.mohapatra83@gmail.com, omchill007@gmail.com

Skype ID: omprakashmohapatra

SALES & MARKETING | BUSINESS DEVELOPMENT | LEADERSHIP ACUMEN

Service-oriented...Relationship Builder...Courteous Demeanour...Sharp Problem Solver...Decision-Making...Negotiation & Influencing

KEY SKILLS

P&L Accountability
Sales & Marketing
Saas Software as a Service
Business Development
Profit Centre Operations
Distribution Management
Go-to-Market Strategies
Product Launches, Branding & Positioning
Supply Chain Support
Market Intelligence
Stakeholders Onboarding
Cross-functional Collaboration
Team Leadership / Trainings

PROFILE SUMMARY

- **Business Maverick:** Influential sales & marketing and business growth champion, credited with guiding sales growth (Saas Software as a Product) and managing change as visionary and revenue leader in highly competitive markets in India
- **Masterminding strategies to maximize business within core markets;** employs industry awareness to build strategies, preserve market share, drive primary, secondary & tertiary sales forecasting & budgeting as well as satisfy customer needs; accelerated the firm growth and expanded dealer network
- **Leading business integration and evolution to the next level;** highly successful in guiding on market updates to the Sales Executives, Accounts Executive and Services Engineers, thus maintaining good relationship with Transporter and Small & Medium Scale Enterprises
- **Key Account Management:** Concept-to-execution driver, setting records in revenue growth, strategic account management and high rate of satisfaction among clients. **Solid business insight**, leading by example and working alongside other senior level roles
- **Strong Influencer and Relationship Builder;** aligning business goals to drive process improvements, led supply chain planning & logistics implementation and BTL activities for institutional customers and retail outlet

CAREER HIGHLIGHTS

- Displayed proficiency by **achieving Gross Mercantile Value Growth** from 1.8 crores (Aug'21) to 10.90 crores (Mar'22); **revenue transaction of 4 lakhs** to 3.5 crores in span of 1 years with 40 key Account Transporter in Dec'19; 1.30 lakhs cases in Meghalaya in Mar'13; **record sales of 1.17 lakhs cases** in Meghalaya during Mar 2012
- Successful in attaining **highest-ever:**
 - **Truck Radial Tyre Numbers** during Aug'16
 - **Security deposit** of 2.5 crores FY2010-2011, LCV Tyres Sale & Non Truck Value from dealer network covering Asansol territory at West Bengal
 - **Truck Tyre Sales** through dealer network in Midnapore Territory at West Bengal during FY 2008-09
 - **Truck & Non-Truck Tyre Sales** through dealer network in Balasore & Mayurbhanj territory at Orissa during Sep 2007
- **Bagged:**
 - **Appreciation from Management** for getting tender of Coal India Ltd., value 2.5 crores during Jul 2016
 - **Appreciation Certificate** for achieving Highest Ever Record Sale 6612mt during March-15 in my Eighteen months tenure from Executive Director & CEO
 - **Certificate of Honour** from General Manager, Sales & Marketing for selling entire range of product during Dec 2009
- **Expanded deposit dealer base** from 5 lakhs to 42 lakhs; made 2 gold class dealers in last 9 months FY 2008-09

CAREER CONTOUR

Aug 2021 – Present: Pharmarack Technologies Pvt. Ltd., Orissa as Regional Sales Manager - Retail Division

- **Logical Thinking & Foresight:** Credited with driving aggressive organic business growth and pushing company through to the next level, ultimately raising sales revenue, customer retention, and operating margins
- **Sales Management:** Developed profitability, market share & positioning in line with the company strategy and the business goals
- **New Setups:** Played a key role in setting up New Chemist, Hospital and Sub-Stockist B2B Operations in Orissa inclusive of New Territory Development and New Team Development
- **Stakeholders Management:** Diligently on-boarded different stakeholders (Chemist, Sub Stockist & Hospitals) using Pharmarack Application for ordering Stocks from Distributors
- **Surpassing Goal Metrics:** Significant contributions towards increasing Gross Mercantile Value by the usage of Platform (presently INR 10 crores orders from the platform)
- **Initiatives Taken:** Played a key role in:
 - Overseeing the acquisition of 'A-Class Chemist' and extracting business through Pharmarack Platform usage
 - On-Boarding Pharmarack Application User, basis the defined parameters giving insights into stock availability, schemes
 - Conversion of Inactive Chemist, Sub-stockist & Hospitals, ensured their growth in accordance with accordance with team
 - End-to-end digital journey through Pharmarack Mobile Platform
- **Distributor Mapping:** Actively involved in distributor mapping district-wise (PIN-Code Wise) to 1900+ Chemist & Sub Stockist for ordering through Pharmarack Platform to Marketing Executives

- **Brand Pull:** Defined the company growth strategy and drive its implementation by leading, managing, and monitoring all activities to achieve short and long-term profitable sales, financial, operating and brand objectives
- **Engagement Drive:** Stellar in steering Engagement Program for Pharmarack Ordering Partners
- **Team Leadership:** Provided an ethical, empowered & eager learning environment to a team of 6 Marketing Executives, that encourages and fostered personal growth

Sept 2020 – Aug 2021: Reliance BP Mobility Ltd., Trans-connect - **Franchisee Operator – Western Odisha**

- **Handpicked to successfully grow business and led franchisee day-to-day operations** by drawing on past experiences to contribute new ideas and approaches
- **Contributed to company's goals & objectives** and improve market share, customer satisfaction, and productivity performance. Leveraged multiple platforms and analytical tools to identify and address critical issues
- Applied functional skills in **on-boarding and enrolling new customers**; made them understand FAB of Reliance Fuel and Cash Back Offer per litre diesel:
 - Cash-loading of clients, card issuance and resolving operational issues while fuelling
 - Educating clients to use Trans-Manager App to upload money and use card-less fuel
 - New Big Client acquisition, Key Account Management from converting them from Competition (IOCL, HPCL, BPCL)
- **Aided in leading client base of around 400 Fleet Owners** and volume of 550,000 litres diesel approximately volume INR 5.5 crores
- **Enrolled fleet** to get loads from Return Location
- **Monitored sales of Castrol Lubes** to the clients as a part of Reliance BP JV

Oct 2017 – Aug 2020: Rivigo Services Pvt. Ltd., WB, Jharkhand as **Cluster Business Manager - Logistics & E-commerce**

- Valued contributor towards **developing new business & revenue streams**, with active involvement in sales forecasting & budgeting, customer-value maximization, relationship development, customer-need identification and business response to competitor strategy
- Instrumental in **setting up New Key Account Business Operations** in West Bengal & Jharkhand
- **Diligently, explained and on-boarded** different stakeholders using a Logistics Application; provided a structural training to different stakeholders who are using the application
- Acted as a **trusted advisor to key clients**. Grew revenue and increase relationship management within these clients through all sales and fulfilment channels
- Imperative role in:
 - Market Mapping - 300+ Trips Transporters & SME.
 - Rivigo Freight Partner Tagging and Lanes to serve through company's own vehicle
 - Prime business management through market penetration
- **Led the team of 5 Business Development Managers** to build prospects and manage their part of the pipeline, and moved those prospects through the complex sales cycle to closure
- **Drove lasting gains** by managing end-to-end Digital Journey through Rivigo Freight Mobile Platform.
- Steered initiatives towards **Engagement Program for Rivigo Freight Partner**

Apr 2015 – Oct 2017: J.K. Tyre & Industries Ltd., Jharkhand as **Area Manager (Sales) - Commercial Tyres**

- **Oversaw entirety of sales and business development** functions; forecasted monthly/annual sales targets and executed them in a given time frame thereby enhancing existing clientele
- **Identified prospective clients by extensive study of market trends** and demand & supply analysis and mapping requirements adding to business growth
- **Evaluated performance of 3 Sales Executives and 1 Service Engineer**, against the set targets, did need based promotion planning and provided valuable feedback for improvement
- **Appointed and development new business partners** to expand product reach in the market and working in close interaction with them to promote the product
- Successful in **setting up a strong network of Key Account & Channel Distribution** through 2 C&F, whilst ensuring deeper market penetration and wider distribution
 - **Monitored new unexplored locations**, prospective key accounts as well as dealers for market development

Oct 2013 – Mar 2015: Dalmia Cement (Bharat) Ltd., Meghalaya as **Area Manager**

- Significant contributions towards **managing New Brand Launch of Dalmia Cement** in Meghalaya; ensured revenue generation and market share expansion
- **Synchronized divisional priorities** with active involvement in planning and leading Supply Chain Functions, in accordance with the Team, Key Account Management, Channel Partner and Sales Promoters
- Looked after **Primary (Plant to Depot) & Secondary Freight** (Depot to Dealer) Functions by Cost Benefit Analysis
- Oversaw daily **pricing of competitor marketing tasks** through MIS; updated the same to the management
- Stellar role in **brand promotion for augmenting sales** in Whole State of Meghalaya, keeping track sales volume & BTL functions

May 2010 – Sep 2013: United Spirits Ltd., Shillong, Meghalaya as **Area Sales Executive - Channel Sales & Key Account**

- **Instrumentally drove entire portfolio of brands** related to the company’s vision & policies; managed around 29 brands of Liquor Portfolio entailing Regular, Deluxe, Premium & Scotch Brands
- Skilfully **generated permits through distributors**, thus maximizing Primary Sales to ensure deeper market penetration and wider distribution; monitored new unexplored locations, prospective retailers and key account for market development
- Successfully **floated scheme for Distributors, Retailers & Consumers** for maximizing Secondary & Tertiary Sales within the given budget, thus contributing to the profit of the company and enhance market share
- **Managed Key Accounts, Clubs, Bars as well as Star Hotels of Meghalaya**; planned and kept track of all BTL functions

Feb 2007 – Apr 2010: Ceat Ltd., West Bengal & Orissa as **Territory Manager- Depot In-charge (Sales & Service)**

ACADEMIC CREDENTIALS

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|---|-------------|
| Master of Business Administration IBAT School of Management, Pune, KIIT University, Orissa | 2007 |
| Bachelor of Computer Applications Sambalpur University, Orissa | 2003 |

IT Skills: Comprehensive exposure to MS Office, ERP SAP, SAP B1 S&D and Internet Applications

Date of Birth: 29th May, 1983 | Correspondence Address: Plot No. 1483, CDA, Mahanadi Vihar, Cuttack-753004
Permanent Address: Quarter No. A/170, Sector-4, Steel Township, Rourkela, Sundergarh – 769002
Languages Known: English, Hindi, Oriya & Bengali