



RAJEEV KUMAR

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BUSINESS DEVELOPMENT / SALES & MARKETING STRATEGIST

Strong credentials in producing sustained revenue in dynamic market scenarios.

SYNOPSIS

Talented and profit driven Management Executive with significant experience acquired **over 30+ years** in diverse areas encompassing Sales & Marketing, Product Promotion, Business Development, Promotional Activities, Brand Development, Corporate Communications, Logistics & Commercial Operations, Market Research, Strategic Planning and Supply Chain Management, etc., Currently spearheading functions as **Senior General Manager – Marketing** looking after marketing of **White Cement & Wall Putty for Haryana & Delhi J.K. White Cement Works**, heading Product Promotion & Market Operations in Delhi & Haryana State.

Professional Forte

- **Comprehensive exposure to the business practices in a competitive environment**, systems and standards coupled with proven capabilities in anticipating & capitalizing on market trends, identifying profit potential, creating value, and positioning the company's products & services to maximize market share.
 - Customer focused with **demonstrated capabilities in understanding consumer behavior & insights** - adept in managing the complete business cycle process from client consultation to closing including identifying opportunities, developing focus, and providing tactical business solutions.
 - Vast exposure to **planning & implementing brand building promotional activities** and experienced in creating **Brand Strategy for Retail Brands & New Brands** across various categories.
 - Demonstrated **capabilities in tapping potential markets, handling key accounts; an out-of-the-box thinker and a strong believer in motivating and developing team** to maximum productivity and control costs through the most effective uses of manpower and available resources and time management.
 - **Cost effective professional, recognized for high professional merit & excellence** in the entire career, ensuring customer satisfaction by achieving performance parameters delivery & quality norms, armed with strong analytical and problem solving skills. Superior communication and interpersonal abilities.
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CAREER GLIMPSE

- **J.K. WHITE CEMENT WORKS**, Since Apr'89 and presently working as **Senior General Manager (Marketing)**.
- During the course of my journey with J.K. Cement Ltd. I have looked after at logistic department and key accounts as head of the department of the company.
- Presently, I am working as zonal head of company for the states of Haryana and Delhi.
- Also worked in the states of Rajasthan, Gujarat, Uttar Pradesh and Uttarakhand.
- Implementing the marketing strategy that fulfill the objectives, maximizes revenues, profits and market share of the company while streamlining overall operations pertaining to business development.

- Developing a competitive business development and sales strategy, uncovering/ creating new opportunities, identifying dynamic and flexible; judiciously overseeing channel management & demand forecasting.
- Judiciously taking proactive measures relating to factors impacting business development in order to grab the opportunities and providing valuable inputs for fine tuning the sales and the marketing strategies; involved in generating inquiries & target potential clients to build & maintain working relationship.
- Conducting detailed market research and feasibility study to analyze the latest market trends and track the competitor's activities thereby providing valuable inputs to streamline the marketing and brand visibility strategies; reviewing and interpreting competition after in-depth analysis of market information.
- Developing new profitable business, analyzing latest marketing trends and tracking competitor's activities and providing valuable inputs for fine tuning sales & marketing strategies
- Rationalizing the manpower for proper execution of marketing and business development while achieving the optimal balance between top line and bottom line performance and shouldering full P&L responsibility for overall product positioning and sales operations.
- Organizing product promotional activities in a competitive scenario such as campaigns and events and other business development activities as a part of market development effort while registering profitable business.
- Supervising operations to ensure efficiency in all aspects of the customer service delivery cycle.
- Identifying and developing strong and reliable dealers in the allocated area with strong dealer and consign network
- Strategizing and implementing long term business goals to ensure profitability in line with organizational objectives with the team.
- Managing the distribution and logistics system; liaising with transporters, C&F agents, surveyors, and other external agencies to achieve seamless and cost-effective handling & movement of consignments.
- Developing commercial sourcing strategies to meet present and future supply requirements.
- Implementing distribution plans based on demand forecasts to ensure availability of the entire range of products.
- Managing the implementation & functioning of ERP Systems (Sales & Materials modules) which was locally developed by our EDP dept earlier now working on SAP.
- Conducting quality audits to ensure compliance with ISO 9000 Quality Standards.
- Preparing MIS reports with a view to apprise top management of the routine trading activities viz, sales, distribution management, stock control, etc.

Career Highlights

- *Launched White Cement Based Putty in various districts of MP during 2004 by coordinating arranging a meeting of architect & Builders & another group of Stockiest & dealers in a hotel apprising them about the product by our experts followed by dinner.*
- *Designed the pricing policy & exceeded the target during the tenure.*
- *During manual challan system Initiated the process of sending invoices to customers, which solved the problem of delayed payments, hence increased sales. Now company is working on SAP & invoices are accompanying the consignments.*
- *Conceptualized & incorporated the policy of resolving customer complaints along with the dealer who has supplied the material on the site itself. It leads to a better customer satisfaction & build the confidence in our dealer also.*
- *Recipient of rewards for three consecutive years from the top management during the tenure at logistics department for timely dispatches.*
- *Developed a close loop system for mistake proof supply of material in a manual packing plant there were 11 Packing in our product having more than fifty MRP for different states as per the ruling of the Excise.*

MULTI FRIG MARKETING, WHS (KIRTI NAGAR, NEW DELHI)

Jun'88 - Mar'89

Sales Executive

ACADEMIA

MBA (Marketing), 1988, L. N. M College of Business Management, Muzaffarpur,
First Class Distinction in Business Statistics & Marketing Management

B.Sc. (Physics Hons.), 1983, University of Bihar

Professional Enhancement Development Seminars / Training Courses Attained

- General Management Course organized by Indian Institute of Management (IIM) Ahmedabad, Four-Week Course, Jun' 99.
- General Course on ISO-9002 & ISO-14001 conducted by Lloyds, Mumbai the representative of Lloyds, London, the certification agency in the year 1996 for ISO 9002 & in the year 2001 for ISO 14001.
- Communication & Presentation Skill conducted by M/s Creative Communication & Management Center-Mumbai.

IT Skills – SAP, MS Office & Internet Applications

Date of Birth: 4th Dec 1965

Marital Status: Married

References: Available on Request

(RAJEEV KUMAR)