

## **RAKESH PANDA**

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**Objective** To work with a value driven organization as a senior marketing manager and contribute to the growth and development of the organization. Seeking growth and future goal oriented workplace.

**Skills & Abilities** Channel sales, B2B Sales, Communication, Sales and marketing, Training and Development, Negotiation, Motivation, Business Strategy & Corporate Management, Internet proficient.

**Experience** Area Manager, Okaya Power Pvt. Ltd.  
10-07-2020 – Present  
Responsibilities: Handling sales and distribution of Coastal Odisha(Khordha, Cuttack, Jagatsinghpur, Angul, Dhenkanal, Talcher), Handling 4 Key accounts SS, Direct dealers, Distributors and retailers.

Achievements: 16% growth in overall sales, best manager of coastal.

Senior Sales Officer, Titan Company Ltd.  
11-06-2018 – 01-07-2020

- Responsibilities: State Sales management for accessories, Channel Management, Stock management, People and personnel management (Training and recruit).
- Achievements: 70% growth in Sales and 125% growth in channel partner management over last year YTD.

Territory Sales Manager, Subham Industries Ltd.  
11-08-2014 – 01-06-2018

- Responsibilities: Business Management, Channel Management, Training and Development of

personnel.

- Achievements: 100% target achievement, consistent growth in region of 50% value and 75% volume growth.

## **Education**

ASIA PACIFIC INSTITUTE OF MANAGEMENT– NEW DELHI – PGDM (MARKETING/INTERNATIONAL BUSINESS)

University topper for 1<sup>st</sup> sem, Section topper for 2<sup>nd</sup> Sem, Overall CGPA – 7.5, President: Innovation and Entrepreneurship cell (Shaurya), Internship with SBI.

DR. MGR UNIVERSITY – CHENNAI – B.TECH(INDUSTRIAL BIOTECHNOLOGY)

Overall CGPA- 8.2, University topper for 4<sup>th</sup> sem, 5<sup>th</sup> sem, Internship with OUAT, Bhubaneswar.

## **Value driven achievements**

2013: Negotiated the eastern region deal with Monginis(val:1 cr)

2015: Negotiated Odisha region deal with Ruchi Spices(Val: 80 Lacs)

2018: Driven sales growth to 175% in Odisha region for Fastrack Bags

2019: Best state manager PAN India – Fastrack Bags

2020: Highest growth in Odisha – 16%

2021: Best performer in Covid terms.

## **Hobbies**

Reading, Music, Travelling, Sports(Cricket & Football)