

## **HITENDER SINGH**

H. NO. K -105, Kumar Residency Plaza Sec-11, Vasundhara, Ghaziabad, Uttar Pradesh.

Phone No- +91-9212704168, hitender1982singh@gmail.com

Date of Birth: Feb 07, 1982

---

### **CAREER OBJECTIVE**

Excelling as a Manager in a growth oriented and reputed organization by utilizing my Technical and Management abilities to the optimum possible. Also achieving organizational goals, while bringing about personal and professional development.

### **PROFILE**

- Solutions oriented Marketing Professional having high sales orientation and relationship skills with a successful career responsible for profit and revenue generation.
  - Proactive and fast track professional with demonstrated capability to manage Profit Centre Operations, implementing Marketing Strategies and explore new business opportunities.
  - Highly motivated, positive and goal-oriented, with demonstrated professionalism, attention to detail as well as the ability to build and lead effective teams and contribute to organizational growth with a willingness to accept fresh challenges.
  - Strong communication, collaboration & team building skills with proficiency at grasping new technical concepts quickly and utilise the same in a productive manner.
  - Having good experience in Formation of new team and new business set up. Exploration of new geography with new products set ups.
- 

### **PROFESSIONAL EXPERIENCE**

#### **IB MONOTARO PVT LTD ( Industrybuying.com ) - VICE PRESIDENT SALES**

**FROM – NOV 2021- TILL DATE**

Industry buying is the leading e commerce and retail platform for industrial tools and Agriculture tools. Handling pan India team for private level brand. Team strength more than 30 people across nationwide. Working on team formation and strategy planning for new business and mapping of new potential territory. Aligning them with proper manpower and with Organizational objectives. Revenue plan for category mix for better GM achievements. Product dealing category is material handling and packaging, Pneumatics, Power tools, Agri tools and Industrial Pressure Washers. Some Major selling SKU are Electrical power cutting tools and Agriculture tools and Equipment's. Key Highlight of the profile is to set up new business and team and train them to this new start up and make them market ready so that they can deliver exponentially.

#### **Achievements:**

- Building roadmap and strategy for yearly business plan as this is the new vertical for Industry Buying.
- Building new team and training them for new initiatives in the organization.
- Budget alignment for new potential territory with manpower.
- Mapping of territory with regional breakups as per the revenue potential.
- Revenue plan for different categories with Proper mix for GM achievement.
- Branding and promotions for these newly launch brand in market.
- Hired New team more than 30 people and trained them for this business. Aligning them the targets.

#### **HONEYWELL - ADI - BRANCH MANAGER - DELHI**

**FROM – DEC 11- Nov -2021**

ADI is world's largest electronic security distributor having presence in across India, here working as Branch manager managing and developing business partners in DELHI heading the team of nine person and enabling them to drive business in respective region along with our Branch office. On channel space my key responsibilities are like to ensure the partner and sales team on technical competency with all the services by which he will be able to increase his business Products handled are CCTV, Access Control, Fire Alarm, Intrusion Alarm, Public Addressing and Professional AV. Major brands handled are Sony, Honeywell, Bosch, Pelco, Schneider, Axis, Harman, Morley, Tyco, Samsung, GST, Texecom and many more. Key points of profile as below

**Achievements:**

- Awarded as best branch for 2018 and received award in US Head office in March 2019.
- Achieved the 122% revenue in 2018 & 120% in 2017 for NCR & 118% for Delhi in 2019.
- Promoted as Delhi Branch Manager in Jan 2019.
- Awarded for best branch in 2018 for 122% achievement against AOP.
- Promoted as a Branch manager for NCR region in Jan 2016.
- Awarded as best sales person North 2013 & 2014 & 2015
- Channel Capillary and Channel Mapping - Ensuring adequate channel strength and control attrition of Channel.
- To ensure the equal market share of each vendor in IP with in my team.
- Take initiatives to convert traditional analogue market share to IP approx. 45%.
- Registered most no. of customers 72 last year and till date more than 65% business from new customers.
- Most customer active 650 in NCR in 2018 in single year.
- Conduct IP training every Thursday for partners with the help of vendors and Technical team.
- To make understand the partners on Home Automation with BOQ and training like Intrusion alarm, VDPs.

**INGRAM MICRO INDIA LIMITED****Dec 09 – Nov 11**

Worked with **Ingram Micro India Limited** New Delhi since Dec '09 as Sr. Associate Sales for North & East India Operations.

**The Company**

Ingram Micro Inc is the world's largest technology distributor and leading technology sales. Marketing and Logistics Company. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for Vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution. Ingram micro serves 150 Countries and is the only global IT Distributor with operations in Asia. Ingram micro is a member of the Global Technology Distribution Council.

**Product Portfolio**

1. **AXIS Communications** - **IP CCTV Camera, encoders, NVR**

**Key Result Area:****On End Customers Space:**

- Generate Business revenue of assigned products in the assigned region i.e. North & East India.
- Identifying prospective clients in corporate sector enhance business from existing accounts.
- Joint End Customer Calls with Partners / Vendors. Develop and deliver sales presentation to client's groups
- Understand the customer requirement, Submit RFP/RFQ.
- Developing marketing strategies to build consumer preference and drive volumes.

**On Channel Space:**

- Managing and Developing business partners and enabling them to drive business in respective region along with our Regional Branch office.
- Works as the extended arms for assigned vendors product representative.
- Implementation of market Development and Promotion program across North & East India. Development of existing resellers. Expansion of resellers Network
- On-Ground Events for upcountry Tier II partners to make them comfortable, selling Enterprise Product.
- Market Intelligence- Keeping abreast of competition, competitive issues and products.

**FIREBALL SECURITAS PVT. LTD.**

**July 08 – Dec 09**

- To generate revenue for company.
- Applying Tender Prize Strategies to the prize bid.
- Gathering all the existing enquiries of North region.
- Designing the Access Control System and Home Automation for different projects. (Trained by BOSCH & Honeywell).
- Presenting our company and the product in front of the end customers.
- Making a strong network of architect, consultant & electrical contractor for company.

**ADION TECHNOLOGIES PVT. LTD.**

**FEB 07 – MAR 08**

**SALES CONSULTANT**

- Promote products like **CCTV, ACCESS CONTROL & FIRE ALARM SYSTEMS.**
- Organized Camps and Education Programs of product for customers in **PRAGATI MAIDAN** New Delhi.
- To meet the prospect customers & to educate them about the security & surveillance solution.
- To prepare & submit DSR statement through internet to the authority.
- Successfully Monitored Annual Sales of the Company & to make sure that sale should grow as per company's expectations.
- To give a demo through on-line to the corporate customer about the product quality and features.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**M.B.A. (MARKETING & HUMAN RESOURCE)**

DATE: - -----

PLACE: - -----

HITENDER SINGH