

# **BIRENDRA KUMAR SATHUA**

**Total Experience:**

15 years

**Permanent Address:**

Plot No.-54/144/158,Budha Vihar,  
DhauriChhaka, Po-GopinathPur,  
Bhubaneswar – 751002

**Mobile:**

+91 – 9937579886

**E-mail:**

birendrakumarsathua@gmail.com

**Date of Birth:**

25<sup>th</sup> June 1978

**Educational Qualification:**

**Master in Business Management** from  
Regional College of Engineering &  
Management, Bhubaneswar, Institute of  
Marketing management in the year 1999.

**Bachelor of Commerce** from Nayagarh  
College Utkal University, Orissa in the year  
1997

**Languages Known:**

English, Hindi & Oriya

**Marital Status:**

Married

**OBJECTIVE:**

To achieve highest order of satisfaction by consistently exceeding business goals by leveraging expertise, market knowledge and skills so as to become a major contributor to the success of a progressive organization through a leadership role in Marketing & Business Development

**HIGHLIGHTS OF EXPERIENCE:**

- ◆ Competent professional with 9 years of experience in the domain of Institutional and Retail Business.
- ◆ Adept in managing overall profitability of operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives.
- ◆ Experience in organizing the promotional activities / events and escalating the business, profitability and market coverage. Proficient at providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and the service norms.
- ◆ Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
- ◆ An effective communicator with excellent relationship building & interpersonal skills.

**BUSINESS AREA:**

Sales & Marketing / Business Development / Key Account Management / Product Launches & Promotions / Client Relationship Management / Team Management

**TARGET POSITION & INDUSTRY:**

Middle management position in a professionally managed multinational company.

**CORE COMPETENCIES:**

Strategic Planning

New Set-up Initiatives

Sales & Marketing

Business Development

Key Account Management

Promotional Activities

Distribution Management

Competitor Analysis

Team Management

- ◆ Developing the periodic business plans & strategies in coordination with macro plans of organization.
- ◆ Formulating long term / short term strategic plans to enhance operations, profitability & revenue; involved in spearheading turnaround initiatives.
- ◆ Designing & implementing sales plans and new store concepts to generate increased

sales for achievement of revenue targets.

- ♦ Creating initiatives, designing events, planning of merchandising and execution of these marketing events for increasing sales drive.
- ♦ Identifying and networking with financially strong & reliable Dealers, resulting in deeper market penetration and improved market share.
- ♦ Managing inventory; ensuring optimum inventory levels with channel partners to ensure the timely deliveries to the customers.
- ♦ Maximising customer satisfaction matrices by providing pre & post sale assistance and achieving delivery and quality norms.
- ♦ Leading, training & monitoring performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

## **PROFESSIONAL EXPERIENCE**

**Employer: Positrix Power Private Ltd**  
**Duration: Since Jan 2019 to Till date.**  
**Designaion – State Sales Head (Channel Sales) for Odisha**

**Employer: Renuka Enterprises (Me Secure)**  
**Duration: Since Feb 2016 to Dec 2018.**  
**Designaion – Sales Manager (State Head) for Odisha**  
**Handling Distributers, Channel Sales**

**Employer: (DENIM FASHION),Golden Green Textile India Private Limited.**  
**Duration: Since Nov 2014 to Jan 2016**  
**Designaion – Marketing Head for Odisha**

**Employer: (People Concepts),Nokia India Pvt. Ltd.**  
**Duration: Since Sept 2005 to Oct 2013**  
**In (Denave India Private Ltd),Nokia India Pvt Ltd.**  
**Since Nov 2013 to Feb 2014**  
**Designation-Field Force Area Sales Manager for Costal Orissa & South Orissa**

**Field Force Area Sales Manager for Costal Orissa & South Orissa**  
**Reporting to Nokia Sales Manager (SM) & Field Force Head (FFH)**

### **Responsibilities:**

- ♦ Responsible for summation of Channel Sales through Distributors & Retail Sales through the Sales Promoter Channel.
- ♦ Formulating marketing strategies, sales procedures, sales forecasting, sales promotion & administration for entire Sales Promoters.
- ♦ Responsible for setting & achieving both the Sell-In & Sell-Out Targets for Sales Promoter Outlets and MD-Markets.
- ♦ Responsible to drive productivity, ASP and market share across all the Sales Promoter Outlets.
- ♦ .Creating and maintaining good relationship building with the Distributors, Micro-Distributors & Dealers across the my territory by Meeting them.
- ♦ Responsible for planning organizing, monitoring & participating in sales promotional

activities across the state.

- ◆ Responsible for market expansion by opening & establishment of new Sales Promoter Outlets and Dealers throughout the state by exploring virgin markets.
- ◆ Training Modules Planned and Executed with the Route-Trainers on Product Knowledge, Soft Skills & Selling Skills for the entire Sales Promoters, Team-Leaders and Rural Sales Executives.
- ◆ Combating the competition sales & strategy by watching them very closely and having a counter scheme and strategy for the same. Responsible for preparing reports to present in the Review Meets meet held quarterly & annually.

**Employer: Eureka Forbes Ltd, Bhubaneswar, Orissa**  
**Duration: November 2003 – August 2005**

**Sales Executive, Bhubaneswar** reporting to **Team Leader,**  
**Responsibilities:**

- ◆ Responsible for formulating marketing strategies, sales procedures, sales forecasting, sales promotion .

Responsible for planning organizing, monitoring & participating in fairs & sales promotional activities across the Bhubaneswar.

#### **DECLARATION**

I do hereby declare that all statement made are true and complete and correct to the best of my knowledge and belief.

Date-  
Place-

Birendra Kumar Sathua