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| **zashfaque@gmail.com +91-9088008608 /**  **+91- 9883019646/ +91-8609268026**    **SALES & MARKETING PROFESSIONAL**  **ZUBAIR ASHFAQUE**  **SENIOR LEVEL PROFESSIONAL** | |
| **Executive Profile**   * **Strategic Leader** with natural skills for building new business & salesoffering **19 years** of rich experience in market expansion, distribution and brand building; domain exposure: **Telecom & Electronics** * Currently heading the assigned territory along with managing revenue worth **INR 6.5 Cr**. * Recognized for achieving the **targeted top line & bottom line profitability**, turning-around the business and directing it towards growth * **Proven success** in defining & setting up channel program and infrastructure; establishing dealer growth models to frame dealer & network performance targets * Developed and appointed **new channel partners** to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product * **Effective in high-profile executive roles** with rich experience in implementing pre & post marketing activities for **successful launch of new products** * **Acknowledged with DATA Awards** in 2018 (Idea Data Contest kolkata) * Spearheaded the entire gamut of **Prepaid Business** across **Murshidabad & Bribhum and Southern & Central part of Kolkata** * Highly successful in **driving large scale profit gains** through acquisition, deepening & retention of customer base * **Sales & Business Development Specialist** with expertisein analyzing market trends to provide critical inputs for business development initiatives and formulation of selling & marketing strategies * **Experienced in** increasing sales revenues, exceeding targeted sales goals, developing profitable & productive business relationships; distinction of accomplishing multi-fold revenue increase * **Leading strategic & operational workforce** planning, talent acquisition / recruitment, on-boarding, skill management including up-skill & cross skill, learning and so on * **Team Based Management Style**: Imparting continuous training for accomplishing greater operational effectiveness / efficiency   **Notable Accomplishments**  **Idea Cellular Ltd.**   * Recipient of: * **Master Blaster Award** in Jan’15, **Top Talent for the Year Award** in 2013 and **Star Award** in the year 2011 * **Selling Star Award** in each and every year from 2009 to 2015 * Highest rating for 4 times * Selected for ‘SAKSHAM’ program from Circle Sales Team * **Acknowledged as the winner of MNP Championship** (2013) and over 40 award and contests * **Strategized plans for:** | **Core Competencies**    **Vision & Leadership**  **Sales & Marketing**  **Profit Centre Operations**  **Product Management/New Product Launch**  **Channel Management/ Distribution**  **Strategy Planning/Budgeting/Forecasting**  **Channel Partner Capability Market Intelligence**  **Client Acquisition/Management**  **Strategic Alliances & Partnerships**  **Team Building & Leadership**  **Soft Skills**    Time Management  Change Agent  Communicator  Result-oriented  Pro-active  Visionary |
| * Ensuring recognition of Berhampur Zone (Murshidabad) as one of the highest profit earning districts * Highest retail per lakh population across Kolkata circle   **Reliance Telecom Ltd.**   * **Strategized plans** for device penetration in the market and additional generation of revenue for enhanced profits * Led smooth **appointment of new spoke** in rural areas for extensive sales of device * Recognized as the **winner of Circle R&R Championship** for supervising & tracing distribution KPI’s * **Acknowledged as the only Prepaid Lead** **for the success of National Contest** across West India   **LG Electronic India (P) Ltd.**   * **Bagged huge order worth INR 50 lacs** from one of the Regional Distributors in Hyderabad, A.P. * Recipient of ‘**MD Award’ 6 Times** in 2006; recognized as one of the Top 5 performers at PAN India level * **Received an order of 17 LG Servers** at Central Excise, Balsore Orissa * **Contributed towards consistent share of 30% target** in Consumer Electronics Channel thereby, adding additional investment (from non IT partners) * **Played a key role** **in achievement of** **35% growth** as compared to the previous year in IT Products (Orissa) * Recognized as the winner of **National Sales Contest** in 2006 and other contests as well   **Saw nest Business Technologies Ltd.**   * Played a key role in generated significant revenue worth **INR 1 crores** along with **profit of 25%** which was the highest ever in the history of the organization   **Career Timeline (Recent 3 Associations)**  **Vodafone Idea Ltd.**  **Reliance Telecom Ltd.**  **Idea Cellular Ltd.**    **Since Oct’18**  **Oct’11-Sep’18**  **Jan’07-Oct’11**  Feb’15Dec’08 | |
| **Professional Experience**  **Since Oct’18 with Vodafone Idea Ltd., Malda as Distribution Manager/Senior Sales Manager**  **Distribution Manager**   * Heading the assigned territory along with revenue worth **INR 6.5 Cr**. ; leading the acquisition of customers for about 18-19K and 421 BTS in association with a team of 9 (on roll),14 associate employee (SPO), 19 Channel partners and 92 DSMs * Qualified for **Payload of 200GB per bts** in a duration of 6 months along with ensuring GAS enhancement from 28 to 34% with 68% site leadership * **Significant role** in maintaining **UL contribution by 38%** and **overall UB with 40ULUB/4G sites** as well as **84 day product Contribution by 80% on ULUB** * Recipient of **Unlimited Ka Sikandar Award** in 2019 for delivering exceptional growth in UL Business * Governing the performance of the team against the sales plans & targets for the **Sales & Distribution Operations** * Directing the entire gamut of **Profit Centre Operations** involving sales, marketing, operations and administration * Ensuring performance parameters are under control including **sales team KPIs** * Monitoring **channel partner capability** and capacity management, safeguarding that appropriate resourcing models were in place * Establishing business operations and ensuring balance that improves the performance of the team and drives consistent, sustainable business results * Building new business channels, expanded distribution reach across the region to achieve preset sales & profit targets * Leading business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings * **Assessing the customer feedback**, evaluating areas of improvements & providing critical feedback to the associates on improvements and achieving higher customer satisfaction matrices * Developing processes to create an effective sales organization; **identifying changes in market demand** and modifying strategies for expansion of market share & achievement of revenue targets   **Oct’11-Nov’13 with Idea Cellular Ltd. at Murshidabad & Bribhum (West Bengal)**  **Dec’14-Sep’18 with Idea Cellular Ltd (GSM Service), Kolkata as Senior Manager**  **Senior Sales Manager**   * Planned & established **over 70 channel partner/distributor, 400 front line and backend staff along with 450+ BTS area across West Bengal** * **Cross-functional coordination:** worked closely with marketing and finance department concerning new proposals and action plans; extensively planned for augmenting sales of products through innovative marketing plans * Accountable for **budget planning** including **COCA calculation** for market and distributors * Maintained the **quality of new acquisition and recharge revenue** of the same. * Engaged in: * **BTS wise profitability** planning and execution of the same * **Retail engagements** for diverse range of products as well as improving the market share * Ensured Primary, Secondary (placement) and Tertiary of devices in market place * **Enhanced the outlet base** for each product and new acquisition * **Formulated strategies steering to Profit Centre Operations** for 3G BTS’s and 3G business * **Led the launch of new products** for augmenting the profitability of the overall business   **Change Management**   * **Led the implementation of Change Management process** and ensured that the line of service are managed as per the Change Management procedures * Ensured the Change Management System was updated; maintained required documentation for meeting audit requirements   **Quality Assurance and Audit**   * **Optimized the quality of activation** through scaling up Higher Value of FR and data in retail * Conducted **comprehensive quality checks** for the transactions performed by the team members   **People Management**   * Engaged in rigorous **recruitment of Sales professional**, conducting TNA and imparting training * Accountable for governing the overall performance of team members including appraisal of qualifies professionals * Successfully **attended and addressed employee grievances** thereby, **minimizing the attrition rate**   **Jan’07-Oct’11 with Reliance Telecom Ltd. (RCOM- GSM Service), Kolkata as Prepaid Lead**   * Accountable for supervising the entire **distribution network across Southern part of Kolkata** * Engaged in **budgeting and planning for new customer acquisition** for **prepaid, handset and device sales** * Mentored & coached a team consisting of **8 RCOM Payroll Executives, 12 Distributors and 110+ FOS** * Successful role In appointment, imparting training and placement of **20 DSA/ Promoter and 2 DSOs** * Planned towards **augmentation of retail as well as recharge base**   **Dec’04-Dec’06 with LG Electronic India (P) Ltd. , Hyderabad as Area Sales Manager**  ***Worked across diverse locations including Andhra Pradesh and Orissa***   * Established & led a highly professional team consisting of **7 Regional Distributors and 360 Dealers in Hyderabad and coastal areas of A.P.** * Successfully **set-up and managed a Primary District Network** of 9 Regional Distributors in Orissa with **Secondary Distribution Network** * **Steered efforts** towards activation and implementation of numerous policies, strategies, and trade practices as set up by the organization   **Jun’00-Jan’02 with Saw nest Business Technologies Ltd., Pune (BPL) as Sr. Executive – Channel Sales**   * Engaged in successful launch of new products, setting up distributor network and accomplishing preset sales targets * Successfully established & sustained a robust primary distribution by the second year of operations in **Pune**   **Education & Credentials**   * **Post Graduate Diploma in Business Management** with Specialization in Marketing from Indira Institute of Management (I.I.M) Pune in 1998 * **B.Com.** from Allahabad University in 1996     **Personal Details**  **Date of Birth: 2nd February 1974**  **Languages Known: English, Hindi and Bengali**  **Address: B-35, Iron Gate Road, 2nd Floor, P.O. & P.S. Garden Reach, Kolkata – 700024** | |