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**SHALAY SRIVASTAVA**

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Ghaziabad, UP

**CAREER SUMMARY**

A seasoned Sales & Marketing professional with over 20+ years of extensive experience in Telecom & Consumer Durable (FMCD) Industry encompassing Sales & Marketing, overall Profit Centre Operations, Channel Sales & Development, Annual & Monthly Business Plan, People & Channel Management, Revenue Generation, New Product Launch, Marketing (BTL activities), Credit & Inventory Management, Pricing & Scheme Management Having extensive work experience in direct marketing (rural & urban both) for tapping users of Telecom / Consumer durable products. Ability to perform under pressure in a highly competitive environment, drive and motivate highly target oriented team to ensure business expectations.

**AREAS OF EXPERTISE**

**CAREER TIMELINE**

**CAREER HIGHLIGHTS**

**Indian Furniture Products Limited**

**Sales Head (Nov’ 18 to till date)**

**SALES & BUSINESS DEVELOPMENTOPERATIONS**

* Spearheading operations in north, east and central India including Sales & Marketing (BTL), visibility, Production, Operations, Customer Satisfaction, Human Resource, Administration and Strategic Accounts in accordance with the company objectives.
* Developing Business Plan – Monthly & Annually, Achieving them month on month.
* Enhancing distribution network thru appointing more distributors & dealers in channel network.
* Ensuring strong & prompt support to be given to sales team for after sales.
* Forecasting proactively for product sales along-with new product development based on feedback.
* Controlling market credit & chasing collection follow-up.
* Monitoring field performance of sales & backend team on daily basis and achieving agreed monthly targets.
* Developing demand pull and implement sales strategies for achievement of high margins and profitability
* Maintaining SKU wise inventory planning for production based on demand & supply.
* Ensuring profitable business results through the sales team periodic sales meetings to monitor open issues and progress of agreed action plans.
* Formulate & implement GTM (go to market) strategy for premium models in coordination with the Marketing team.
* Implement sales promotions, trade programs, retailer advertising and premium product showcases at the right Point-of-Sales.

entrepreneurial skills

**SBML ( SPD - Samsung India Electronics Pvt Ltd - Handset division)**

**Retail Head – UP West– Sales & Marketing (Sep’ 15 to Nov’ 18)**

**SALES & BUSINESS DEVELOPMENTOPERATIONS**

* Spearheaded entire Sales operations for Samsung mobile handsets & accessories in UP-west including Sales (100cr monthly)& Marketing (BTL), Administration and Strategic Accounts in accordance with the company objectives.
* Ensuring strong & prompt support to be given to sales team for after sales.
* Handled team size of 115 (on role), 1400 SEC & SEC lite promotes.
* Monitored sales forecasts for each product& SKU’s and territory based on historical data, market trends, Competition activity, promotional strategy and sales efforts.
* Ensured 100% coverage to our channels of distributors (106 nos.) & retailers (7000 nos.) with in respective beat.

**MARKETING & PUBLIC RELATION**

* Headed a team of 20+ strong executives for revenue enhancement & engaging trade on inputs with better visibility – Samsung Blue wave (455 no installed)/ fixture (1500 no installed) / GSB / in shop branding – targeted all RCM onwards outlets – 2400 nos. / Engaging promoters / marketing programs / Promoters – SEC & SEC Lite etc.
* Recruited SEC S Band & SEC 3 as per plan in coordination of zones.
* Maintained attendance & leave records on daily basis. Reviewing performance of SEC & SEC S band and SEC 3 with all segments IMEI productivity & growth.
* Developed and plan marketing strategies to grow revenues, improve coverage, better account & market penetration and enhance competitive position in the geography & enterprise accounts.
* Planned& implementing various product launch, contents & services partnership, marketing communication strategy as per marketing calendar, BTL activities based on the on prepared budget on monthly/Yearly basis.
* Identified& finalised various vendors for final executions per company policies and acting as SPOC person for Brand.

**TEAM MANAGEMENT**

* Developed& managed sales team through effective communication, product knowledge& skills development.
* Monitored field performance of sales team on daily basis and achieving agreed monthly targets.
* Ensured timely appraisal of performance potential of each member of the sales team
* Retained& engaged the talented employees with complete focus on strong collaboration for best results performance and identifying non-performers, mentoring and coaching them to achieve expected productivity.

**As Bareilly Cluster Head (Sep’ 15 to Mar’ 16)**

* Spearheaded team of 35 direct employees – ASM/s / SO’s and maintained strong hold on business with 35 direct distributors.
* Stretched mobile & accessories business from 14 cr to 24 cr per month in short span of 7 months.
* Enhanced distribution channel -WOD from 1400 to 2200 no / SPWOD from 700 no to 1100 nos.

**Previous Companies**

* Reliance Communication Limited – AGM Sales – Delhi & NCR Nov’09 to Sep’ 15
* Bharti Airtel Limited -- Zonal Sales Manager – Indore, Gwalior, Bhopal Jul’ 05 to Nov’ 09
* Idea Cellular Limited -- Channel Operation Manager - Haldwani (UP West) Jul’04 to Jul’ 05
* BPL Limited -- Area Sales Manager – Jaipur Jul’ 97 to Jul’ 04

**AWARDS & ACCOLADES**

* Six Sigma Yellow Belt Certified in Processes at Airtel 2006
* Best Zonal Sales Manager – July 2008
* Won Prestigious Bali Trip (PAN India Contest Oct 2008)
* Best Cluster - Retail - April 2011

**ACADEMIA**

1994 **MBA (Marketing)** from Veer Bahadur Singh Purvanchal University

1991 **B.Com.** from Lucknow University, Lucknow

**OTHER CERTIFICATION**

Nov 2016 – 17 Advance Digital Marketing Training Program from DSIM, Malviya Nagar, Delhi.