**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, Business Development, Corporate & Enterprises sales (B2B / B2C), Client Servicing, Govt Business Development, Corporate Relationship& Development, Revenue Generation and People Management. Having extensive work experience in direct marketing for tapping users of Telecom – Post-paid services/ Consumer products etc. Ability to perform under pressure in a highly competitive environment, drive and motivate highly target oriented team to ensure that client’s expectations.

**AREAS OF EXPERTISE**

**CAREER TIMELINE**

**CAREER HIGHLIGHTS**

**Indian Furniture Products Limited – ‘Zuari’**

**DGM Sales & Marketing (Nov’ 18 onwards)**

**SALES & BUSINESS DEVELOPMENT OPERATIONS**

* Spearheaded operations of north, east & central part of India including corporate (B2B &Bulk), Marketing (BTL), Customer Satisfaction, Human Resource, Administration and Strategic Accounts in accordance with the company objectives.
* Developed Business Plan – Monthly & annually as per forecasting & executing.
* Formulated & implemented GTM (go to market) strategy for premium models. Organised events for targeted segment.
* Targeted SME / MSME & Large corporate (B2B) for bulk supplies. Managed sponsorships for events.
* Managed direct (DST’s) team achieving Sales Targets.
* Developed demand pull and implement sales strategies for achievement of high margins and profitability
* Enhanced distribution network thru appointing more distributors & dealers in channel network.
* Forecast proactively for product sales along-with new product development based on feedback.
* Controlled market credit & chasing strong collection follow-up.
* Monitored field performance of sales & backend team on daily basis and achieving agreed monthly targets.
* Ensured profitable business results through the sales team periodic sales meetings to monitor open issues and progress of agreed action plans.
* Implemented 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– Marketing (Sep’15 to Nov’ 18)**

**SALES & BUSINESS DEVELOPMENTOPERATIONS**

* Spearheaded entire operations of UP-west including Sales (100cr monthly)& Marketing (BTL), Customer Satisfaction, Human Resource, Administration and Strategic Accounts in accordance with the company objectives.
* Maintained leadership position by maintaining 53% of brand market share.
* Targeted SME / MSME & Large corporate for bulk supplies. Managed key account based strategy & marketing.
* Managed direct (DST’s) for B2B & distribution team achieving Sales Targets.
* 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.
* Ensured 100% coverage to our Corporate thru DST’s & distributors (106 nos.) & retailers (7000 nos.) with in respective beat.
* Ensured motivated Direct & Distribution team delivers maximum potential along-with strong team bounding.

**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.

**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 business from 14 cr to 24 cr per month in short span of 7 months. Maintained mkt share to 46%
* 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.