

**NRIPENDRA KUMAR TRIPATHI****Mobile:** 91- 9919550666**E-Mail:** nripendra07@gmail.com**Address:** 459, Shivaji Nagar, Rustumpur, Gorakhpur – 273016, Uttar Pradesh

Proactive and creative marketing professional with a demonstrated record of achievement in conceiving & implementing ideas that fuel market presence and drive revenue

In quest of challenging assignments in **Sales & Marketing/ Business Development/ Channel Management** with an organization of high repute

Industry Preference: FMCG/ Consumer Durables/Automobiles

Location Preference: Northern India

PROFILE SNAPSHOT

- **A seasoned professional** with nearly **over 12 years of experience** in:
 - ~ Sales & Marketing
 - ~ Strategic Planning
 - ~ Distribution Management
 - ~ Business Development
 - ~ Client Relationship Management
 - ~ Advertising & Promotions
 - ~ Channel Management
 - ~ Team Management
 - ~ Market Research
- Expert in handling all **sales, marketing & business development activities, analyzing market trends and establishing healthy & prolonged business relations** with the clients
- Adroit in creating **business development procedures, dealership standards and sales strategies** as well as service delivery plans & guidelines
- Resourceful in **framing strategies for establishing greater awareness** about company & its products and building brand focus in conjunction with operational requirements
- Expertise in **identifying & networking with reliable channel partners** resulting in deeper market penetration
- An aspiring leader with excellent communication, analytical, interpersonal and decision making skills

Knows the Business: Possess demonstrative capability of transforming business by going beyond the boundaries of traditional people capital support

Strategic Contribution: Can direct business in new & growth areas and motivate people to perform beyond their normal past demonstrated skills / levels

CORE COMPETENCIES**Sales & Marketing**

- Managing & monitoring sales & marketing operations, increasing sales growth and driving sales initiatives in order to achieve business goals
- Understanding business needs, its strategic direction and identifying initiatives that will allow a business to meet those strategic goals

Business Development

- Identifying and pursuing business opportunities and mapping requirements through market surveys
- Initiating and developing relationships with key decision makers in target organizations for business development

Distribution / Channel Management

- Building strong distribution network with reliable channel partners, dealers & stockiest while ensuring optimum exposure of products through channels and improving investment levels of trade partners
- Appointing distributors in non-performing areas, developing infrastructure for new channels and optimizing performance levels of channel partners

Client Relationship Management

- Providing maximum customer satisfaction by closely interacting with RS/ stockiest and potential clients to understand their requirements and customize the product & services accordingly
- Ensuring the high quality services, resulting in the guest delight & optimum resource utilization for maximum service quality while interacting with the customers to gather their feedback regarding the satisfaction

EMPLOYMENT DETAILS

Since Jun'07: Hindustan Unilever Limited (CTC-10 Lacs)

Growth Path / Deputations

Jun'07 – Dec'10: Territory Sales Officer, Central Delhi

Since Jan'11: Territory Sales Officer Central Delhi, UP including Lucknow, Gorakhpur, Mau, Azamgarh & Balia District

Key Result Areas:

- Spearheading sales business for the assigned territory to meet targets through better planning and execution
- Responsible for achieving sales & growth in all categories of HUL including Skin, Hair, Oral, Baby & Fem Care along with better sales execution from different channels like Shakti, Whole Sale, Retail and Mass Retail
- Handling stocks and claims of distributors
- Coordinating for sales operation between wholesalers, distributors and retailers
- Recruiting, training and mentoring sales associates while evaluating their performance and enhancing productivity through training & capability building programs
- Execution of various marketing and sales promotional activities
- Managing line marketing activities and activation programs within the territory

Highlights:

- Efficiently appointed new distributor and entire sales, operation & dispatch infrastructure for the same
- Pivotal in establishing company process and systems at distributor point and in trade
- Delivered best customer service to trade and distributors for better stock availability of every product at distributor and in trade which helped in faster claim settlement and less loss in terms of expiry, damage & shortage clearance of trade and distributor
- Instrumental in launch of new products like HUL Pureit, New Wheel, Fail & Lovely, Clinic Plus sachet conditioner, Lever Ayush, Lifebuoy Turmeric & Neem.
- Efficiently performed various activities like road show, sampling to every outlet, display of new product at every outlet in trade within the week of launch of various products to create more market awareness among customers
- Received Best Territory Sales Officer Award in year 2009 / 2010 / 2011/ 2017 for achieving highest sales growth in North India
- Recognized with the Best Territory Sales Officer Award for driving the highest figure wheel and category wise sales
- Appreciated with the GM Award for best performance shown throughout

Sep'06 to Jun'07**Bharti AXA Life Insurance Co. Ltd., Delhi as Financial Advisor****Highlights:**

- Generated sales through BTVL Channel & Airtel Relationship Centers
- Successfully achieved month targets throughout
- Efficiently cracked deal of term policy with HCL and was instrumental in collecting Rs. 50 Lacs; received recognition for the same from management

Mar'05 – Sep'06**HDFC Bank Ltd., Central Delhi as Sr. Sales Executive****Key Result Areas:**

- Managed the key accounts for CCA/CS while handling sales business for the Liability Products of the bank

Highlights:

- Played a vital role in cracking deals with clients like Pana Sari (worth Rs. 1 Crore AQB), A. J. Placement, Kailash Shidhi Promoters, Gini International, Jai Mata Glass, Bharat Rasayan & Group of Companies, Raj Fomas and Surbhi Lifestyle

PROFESSIONAL QUALIFICATION

2005	MBA (Marketing) from SITM, Uttar Pradesh Technical University, Lucknow
2003	B.Com. (Accountancy) from Islamia Collage of Commerce, Deen Dayal Upadhyay Gorakhpur University, Gorakhpur

PERSONAL DETAILS

Date of Birth:	7 th June, 1982
Languages Known:	English & Hindi
Corporate	