



RUDRAKSH GARG

Sales & Marketing | Business Development | Channel Management

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MBA (Marketing & International Business) with nearly 9 years of rich experience in sales, business development and client relationship management; targeting challenging assignments with an organization of repute



Executive Profile

- ❖ Expertise in **augmenting business**, penetrating new markets, introducing new products, managing territory & product channel sales & promotional plans, directing shipments by utilizing strong business, technical & commercial acumen
- ❖ Hands-on experience in **networking with clients**, identifying their requirements, proposing effective solution, resolving their complaints, thereby enhancing customer base
- ❖ Rich exposure in identifying & adopting emerging trends and addressing industry requirements to achieve organizational objectives by tracking latest **marketing trends and competitors' moves**
- ❖ Excellent at **enhancing market share of the organization** by establishing strategic alliances and tie-ups with retailers and distributors
- ❖ Managed business to the tune of **over INR 78 crores annually** across **South Delhi** region
- ❖ Experienced in **exceeding targeted sales goals**, developing profitable & productive business relationships and building an extensive client base, capable of accomplishing multi-fold revenue increase
- ❖ An **out-of-the-box thinker** with a flair for **charting out marketing & promotional strategies** and contributing towards enhancing business volumes & growth and achieving profitability norms



Education & Credentials

- ❖ MBA (Marketing & International Business) from Kohinoor Business School in 2010 with First Class
- ❖ BE (Food Technology) from Rajasthan University in 2007 with First Class



Key Impact Areas

Sales & Marketing

Business Development

Strategic Account Management

Channel/ Distribution Management

Marketing/ Promotional Campaigns

Product Presentations/ Demos

Team Management



Soft Skills

Team Player

Interpersonal

Flexible

Analytical



Career Timeline





Selected Highlights & Contributions

- ❖ Managed sales turnover by over INR 6.5 crores
- ❖ On-boarded 20 dealers and received promotion from the company for the same
- ❖ Successfully grew the territory from 7500 metric tonne (MT) to 11000 MT
- ❖ Developed relationships with channel partners to drive sales of Grey Cement through their customer base



Organizational Experience

November 2011 till date: Shree Cement Ltd.

Currently managing sales of company's Grey Cement in the assigned territory in coordination with dealers & retailers

Role:

- ❖ Driving business growth through identification of new market segments for attainment of targets with a view to optimize revenue
- ❖ Initiating and developing relationships with key decision-makers in target organizations for business development
- ❖ Promoting & marketing a portfolio of products by organizing events & seminars
- ❖ Prospecting, identifying and establishing new clients in the assigned region
- ❖ Administering a portfolio of dealers & retailers and devising sales strategy, targets, schemes with them
- ❖ Establishing relations with existing dealers network and devising plans to on-board new dealers & retailers
- ❖ Managing customer relationship, ensuring timely delivery of materials in coordination with transporters, attending customer complaints and resolving their concerns
- ❖ Maintaining awareness of latest trends in the market; organizing consumer visits and performing competitors analysis and updating the management
- ❖ Reporting on targets v/s achievement in the company ERP along with action plan for the next month
- ❖ Organizing mason meets and delivering proper guidance to masons, builders, contractors on various products



Previous Experience

June 2010 – November 2011: RCM as Quality Officer

Highlights:

- ❖ Steered competitor/market analysis to get a fair idea of the latest market trends and the competitor moves ahead to achieve market share metrics
- ❖ Built healthy business relations with clients & external associates for securing repeat business & long-term loyalty
- ❖ Managed production and performed cost analysis to increase the profit of the organization
- ❖ Designated as Project Head of Namkeen Plant; managed functions such as purchase, quality check, raw materials
- ❖ Evaluated quality of food products of various companies, namely Namkeen, Biscuits, Papad and many other eatables

December 2009 – May 2010: Atlanta Elevators (I) Pvt. Ltd. as Business Development Officer

Highlights:

- ❖ Successfully managed lead generation, follow-ups and assisted the customers in achieving budgetary target
- ❖ Gathered data & shared trade information, competitor's activities and market intelligence information to the management for decision-making
- ❖ Executed & implemented business plans; penetrated into new territories
- ❖ Organized pre & post marketing activities to spread awareness of new products to customers
- ❖ Led sales promotion activities like publicity campaigns for enhancing awareness & visibility as part of market development effort
- ❖ Developed excellent relations with clients to generate avenues for additional business
- ❖ Enhanced business in the assigned area and led seamless sales & marketing activities to achieve the assigned targets
- ❖ Achieved sustainable market share by conducting detailed analysis of competitor brand



Extracurricular Activities

- ❖ Won inter-college competition in AD MAD Competition



Seminar/ Workshops

- ❖ Attended national seminar on Indian Dairy & Food Industry- Future Roadmap for Sustainable Growth at NDRI Karnal
- ❖ Took part in workshop conducted by Achal Rangaswamy on "Marketing Intelligence"



Personal Details

Date of Birth: 17th June 1985

Languages Known: English and Hindi

Present Address: 125, Gali No. 4, Chattarpur 60 Feet Road, Chattarpur, New Delhi-110074

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