

**KUMAR NITISH SRIVASTAVA**

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D.O.B – 24 Jan 1981

**PROFILE**

- ⇒ Experienced professional with Masters in management.
- ⇒ A keen planner with knowledge of operational policies/ norms, systems & controls, motivational schemes & customer service standards.
- ⇒ Excellent interpersonal, communication, team building & customer relationship management skills with the ability to work in multi cultural environment.
- ⇒ Seeking assignments in roles of Area Manager in Sales with leading organizations in the FMCG Sector.
- ⇒ Location preference – Delhi-NCR, Lucknow, Patna and Kolkata Metro. Also open to relocation.

**Areas of Expertise****Team Management**

- ⇒ Handle team of Merchandisers and Indirect field force for last 9 years.
- ⇒ Have experienced in developing and directing individuals as well as associate staffs.
- ⇒ Have effective decision making skill along with efficient assumption capability.
- ⇒ Efficient expertise on time administration.

**Dealer Management / Distribution Management**

- ⇒ Developing & appointing new channel distributors & dealers.
- ⇒ Streamlining logistics, distribution & dealer network, planning, managing advertising & sales promotional activities for accomplishments of sales targets.
- ⇒ Managing Distribution network for distributing load in warehouse to the Market for achievement of targets within specified parameters.

**Business Development/ Marketing**

- ⇒ Executing sales & marketing with Retail Operations plans in tune with the macro business plans, thereby achieving profitability.
- ⇒ Organizing sales promotion activities to build strong Customer Relationship with the existing clients & introduce them to prospective customer to tap / explore greater market/ business volumes.

**Customer Servicing:**

- ⇒ Ensuring high quality services, resulting in optimum resource utilization for maximum service quality.
- ⇒ Strategizing policies & procedures in the operating systems to achieve greater Customer Service.
- ⇒ Reviewing & interpreting market trends/ customer feedback for the business strategies.

**PROFESSIONAL EXPERIENCE**

**Senior Executive-Sales**  
**Mondelez India Foods Private Limited,**  
**(Formerly Cadbury India Ltd.)**

**12/2009-Present**  
**Patna/Kolkata Metro/NCR/Kanpur**

**KRAs**

- ⇒ Handling of Indirect team of 30.
- ⇒ Appointing & Handling of Distributor-Urban and SST.
- ⇒ Responsible for primary and secondary sales as well as Rest of Urban tracking.
- ⇒ POB Execution and Management.
- ⇒ Competitor Tracking..
- ⇒ Sales analysis & forecasting.
- ⇒ Undertake market research activities.
- ⇒ Handle promotional activities.
- ⇒ Identify market opportunities.
- ⇒ Making / developing relationship with dealers & key clients.
- ⇒ Maintaining the System Hygiene and Systematic Approach toward overall work.
- ⇒ Rounding the alternative channels in the market.

## **Achievements**

### **Turnaround of Kanpur from a Bleeder to a Performer in 18 Months in Mondelez International currently on 20% Growth.**

- Three time achiever of MDs Club-Supreme Honour for SE-ASM in Erstwhile Cadbury.
- Turnaround Performance of the territories assigned.
- Infrastructural and Investment development in Distributor's Way of working in Bleeder Zones.
- Stability and Growth in Difficult territories of Patna and Kolkata Metro.
- Awarded the best in the MSS coverage in the East Branch.
- Awarded the Best in Oreo for East branch.
- Outstanding work in Crucial and Difficult Up-countries like Hajipur, Begusarai in Patna and South 24 Parganas in Kolkata Metro and scaling up by almost 100%.
- Making Patna, one of the best 36 Cities of India in Cadbury India Limited and Made it No. 5 Town as far as Growth is concerned in 2010.
- One of the Highest Incentive Earner in East Branch as well as North Branch.

**Distribution and Sales Executive**  
**Perfetti Van melle India Pvt. Ltd.**

**01/2009-11/2009**  
**Ghaziabad**

#### **Products**

Alpenliebe, Big Babol and Centerfresh

#### **KRAs**

- ⇒ Appointing & Handling of Distributor.
- ⇒ Handling distributors under Noida and Ghaziabad.
- ⇒ Responsible for primary and secondary sales.
- ⇒ Competitor Tracking.
- ⇒ Handling Modern Trade & Institutions.
- ⇒ Sales analysis & forecasting
- ⇒ Undertake market research activities.
- ⇒ Handle promotional activities
- ⇒ Identify market opportunities.
- ⇒ Making / developing relationship with dealers & key clients.

#### **Achievements**

Consistently achieving the targets.

Bagged major business.

Given the growth of 25% in assigned territory.

Resumed the business with the distributors who have stopped business due to internal conflict.

**Team Leader**  
**ICICI- LOMBARD GENERAL INSURANCE CO. LTD.**

**07/2003-06/2005**  
**New Delhi**

#### **KRA's**

#### **Product**

- ⇒ Motor Insurance-Bancassurance

#### **Business Development**

- ⇒ Identifying and analyzing potential areas for developing business.

- ⇒ Deploying the required sales force and their requirement.
- ⇒ Managing and coordinating sales operations.

### **Branding and Promotion**

- ⇒ Generating awareness about the brand through advertising, hoarding and banners.
- ⇒ Conducting promotional activities in shopping malls and complexes etc.

### **Resource Management**

- ⇒ Leading and handling a sales team of sales officers.
- ⇒ Recruiting, motivating sales personnel to achieve organizational objectives.

### **Achievement**

- ⇒ Consistently improved the per person sales revenue productivity.
- ⇒ Carried extensive brand building exercise for the company in North Delhi and Noida.

## **EDUCATIONAL & PROFESSIONAL DEVELOPMENTS**

**PGDM 2007** ★ Institute of Marketing & Management, New Delhi ★ Aggregate Percentage: 70%

**BCom 2002** ★ Gorakhpur University, U.P ★ Aggregate Percentage: 50%

**Class XII (HSC) 1999** ★ Mahatma Gandhi Inter College, Gorakhpur, U.P ★ Aggregate Percentage: 53%

**Class X (SSC) 1998** ★ Mahatma Gandhi Inter College, Gorakhpur, U.P ★ Aggregate Percentage: 55%

### **IT FORTE**

Well versed with **Windows / XP, MS Office (MS Word, Excel & PowerPoint) & Internet Applications.**

## **PERSONAL PROFILE**

**Linguistic Abilities** - English, Hindi, Bengali (Beginner) and French (elementary).

**Special Interests** - Sports, Reading, Music and travelling.

**References** - Available on request