

BHUPENDRA KUMAR GUPTA**Mobile:** 09015650197/9889031364**E-Mail:** bhupi2612@gmail.com / cute.bhupendra@gmail.com**OBJECTIVE**

Seeking middle level assignments in the areas of Sales & Marketing / Business Development with a leading organization of repute in Construction industry .

Areas of interest include Marketing of newly launch product in untouched areas.

PROFILE SUMMARY

- A competent professional with over 8.5years of experience in Training & Development, Market Analysis, Project Management, Product Demonstration, New Product Development and Client Relationship Management.
- Possess sound knowledge in documentation, implementation & control of various quality standards for enhanced operational efficiency.
- Demonstrated abilities in product Sales & development for ensuring compliance with stipulated norms.
- Deft at handling complete operations entailing scoping planning, resource utilization and manpower management.
- Proficient in liaising with clients to understand and define their specific & high-tech needs while delivering those solutions through technical support.
- An effective communicator with honed interpersonal, analytical and motivational skills.

CORE COMPETENCIES

- Actively involved in managing product life cycle, right from product launch, market development, business penetration along with go-to-market strategy.
- Responsible for managing major key account in assigned geography for generating of specifications and also to monitor execution of the same.
- Responsible for handling Govt.Projects,CPWD, DMRC,Delhi Police,Architects, builders and contractors for proper execution of projects inlined to specs & project BOQs.
- Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets.
- Reviewing and interpreting competition and market information to fine-tune the marketing strategies.
- Directing & supporting cross functional teams for product Application & sales.
- Understanding customer specification and requirements with proficiency in conceptualizing, developing new application method for product.

ORGANISATIONAL EXPERIENCE**Since - Feb'18****Wonder Alu Board Oversease., Delhi NCR as a Manager-Sales****Role:**

- Responsible for business development in HPL Board & Aluminium ACP Sheet (Projects Sales & Institutional sales).
- Handling consultants & Cpwd, Dmrc, architects for proper project management adhering to specification & safety standards as per Govt guidelines.
- Analyzed market for collection of data related to clients and competitor's products, moves, rates & specifications
- Handling execution/product queries and resolving technical/installation issues.
- Active involvement in approaching new clients with a basic motive of converting them in business associate.
- Responsible for preparing monthly & quarterly business plans & sales forecast, tour schedules & tour budgets.
- Involved in making three dimensional reporting chart of 'Target - Achievement - Budget.

Mar'16-Jan'18**GMP Technical Solutions Pvt. Ltd., Delhi NCR as a Manager-Sales****Role:**

- Responsible for business development in Fire Door & Aluminium Work (Institutional Sales & Project handling).
- Handling consultants & architects for proper project management adhering to specification & safety standards as per Govt guidelines.
- Analyzed market for collection of data related to clients and competitor's products, moves, rates & specifications
- Handling execution/product queries and resolving technical/installation issues.
- Active involvement in approaching new clients with a basic motive of converting them in business associate.
- Responsible for preparing monthly & quarterly business plans & sales forecast, tour schedules & tour budgets.
- Providing technical support to direct users for getting better quality

- Involved in making three dimensional reporting chart of 'Target - Achievement – Budget.

Dec'12 – Feb'16 Ultratech Cements Ltd. (Unit – Birla White), Kanpur as a Officer – Channel & Project Sales

Role:

- Carrying out training & development of new applicators for various products
- Responsible for business development in UPRNN, builder & PMC lobby.
- Visiting contractor & Architect for better completion & supervision of job.
- Handling product and execution related queries.
- Active involvement in approaching new clients with a basic motive of converting them in business associate.
- Responsible for preparing monthly & quarterly business plans & sales forecast, tour schedules & tour budgets.
- Preparing monthly & quarterly schemes for dealer/subdealers.
- Coordinating with retail Team for promotion of product samples through project network.

June'11 – Nov'12 Saint-Gobain Gyproc India Ltd., Noida as a Sales Associate.

Role:

- Developed new dealer network for product.
- Analyzed market for collection of data related to clients and competitor's products, moves, rates & specifications
- Generated demand for product by spreading information regarding product & service through different procedures of applications in an effective manner
- Responsible for business development in light weight construction like Drywall & Ceiling, Partition with gypsum board & Ultra channel (Channel sales, Project sales Institutional Sales).
- Active involvement in approaching new clients with a basic motive of converting them in business associate.
- Successfully achieved sales growth rate up to 80% for new product like fire line board & MR board.

April 2010 to June 2011 Godrej & Boyce Mfg.Co.Ltd., Noida as a Sales Associate.

Role:

- Responsible for business development in security product (Project sales Institutional Sales & Channel Sales).
- Coordinating with external agencies for negotiations, preparation of tender / contract documents, cost estimates, including billing, variation proposals, etc.
- Responsible for selling activity & handling all dealer inquiry and proper accounting at corporate account.
- Responsible for preparing monthly & quarterly business plans & sales forecast, tour schedules & tour budgets.

ACADEMIC DETAILS

2010	M.B.A. in Marketing & H.R from IPEM, Ghaziabad affiliated to U.P. Technical University Lucknow.
2007	Graduate in B.Sc(Maths) from S.C. Collage affiliated to Purvanchal University Jaunpur..
2004	12 th from MM Town Inter collage, Ballia affiliated to UP Board Allahabad.
2002	10 th from SCNKS Inter collage Chatta Ballia, affiliated to UP Board Allahabad.

IT SKILLS

- Well versed with MS Office, MS Excel and Internet Applications

PERSONAL DETAILS

Date of Birth:	1st July 1987
Address:	Japline Ganj mishra toli, Ballia - 277001
Languages Known:	English, Hindi and Bhojpuri.