

**Shibaditta Chatterjee**  
**Area Sales Executive**  
**ITC Ltd**

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**Achievement-driven professional targeting assignments in Sales & Marketing/Channel Management/Business Development with an organization of repute in FMCG/Automotive/Healthcare/Stationery/Apparel industry, preferably in North/East/West region.**

**PROFILE SUMMARY**

- **Sales & Marketing** professional with 10 years of experience in Sales & Marketing, Channel Management, Team Management & Brand Promotion
- Experience in supervising the process of launching & executing new products with accuracy to maximize the products success and ensuring high levels of customer satisfaction
- Capability to perform focused competitor analysis and isolating & resolving any inconsistencies in the reports to induce transparency in reporting to internal & external stakeholders
- Skilled at ascertaining clear communication of market related schemes and executing promotional activities leading to enhancement in product sales
- An effective communicator with excellent interpersonal, strong analytical & organizational skills with capability to effectively manage & execute Sales & Marketing strategies to ensure market expansion

**KEY SKILLS**

~ Sales & Marketing  
~ Brand Promotion  
~ Team Management

~ Business Development  
~ Marketing Strategy  
~ Reporting & Documentation

~ Competitor Analysis  
~ Channel Management  
~ Client relationship Management

**WORK EXPERIENCE**

Since Jun'07 with ITC Ltd., Lucknow

**Growth Path:**

**Jul'07 – Mar'09**

**Cigarettes and Fmcg (Foods and Personal Care)-Gorakhpur District.**

**Apr'09 – Mar'14**

**Foods & Snacks – Gorakhpur District.**

**Apr'14 – Mar'15**

**Cigarettes and Fmcg (Foods and Personal Care) -Rural Markets(Allahabad/Gorakhpur)**

**Apr'15 – Till Date**

**Education stationery and Paper Board – Lucknow City**

**Key Result Areas:**

- Sales focus.
- Team Handling ( SPOs/DS/TL)
- Scheme formation and implementation.
- Driving Sales and distribution through team and channel partners.
- Achievement of agreed sales expectations.
- Providing Input and data to the team.
- TM&D plans-Infrastructure as per plan
- Implementation of Brand input plans.
- Stock control, Accurate Forecasting, Ensure adequate and timely remittances, Timely mid course corrections
- Market Knowledge
- Competitive feedback - Provide constructive recommendations for countering comp activities.
- Distributor operations -Educate and train customer groups, Assist in the effective functioning of Team and Distributor operations, Demonstrate selling techniques to Team and Customer through live examples conducted by self.
- Code of conduct and statutory compliance - Conformation to all financial and administrative systems, Compliance with all statutory and regulatory norms

**PREVIOUS WORK EXPERIENCE**

**Khoday India Limited as a Sales Officer from Oct'06 to May'07**

**Blossom Kocchar Beauty Products Pvt. Ltd. as a Territory Sales Manager from May'05 to Sept'06.**

## ACCOMPLISHMENT

- Launched & Established confectioneries sales benchmark in Lucknow branch Geography 4 Tons to 20 Tons.
- Created 22 stockist in rural market of Gorakhpur and Varanasi Belt.
- Implemented Systems and Process to improve business parameters, to achieve high productivity and high level of monitoring of performance.
- All India Champion for roll out of Sify Billing Software at every Distributor end.
- Implemented high class of Visibility at Outlet level in Eastern UP Geography, 1<sup>st</sup> Ranked all India during Q1 12-13 for Natural Visibility Contest.
- Branch Dashboard winner from Jan'13- Mar'13.
- District Winner for the month of Feb'16 and April'16 in NPL Series.
- Outstanding Rating in Appraisal since Last 3 Years

## EDUCATION

- BCOM from Lucknow Christian College,2004 with 54%
- 12<sup>th</sup> from Lucknow Public School ,2001, CBSE Board with 78%
- 10<sup>th</sup> from Lucknow Public Collegiate,1999,ICSE Board with 55.53%

## EXTRACURRICULAR ACTIVITIES

- Participated in drama at School level that secured 1<sup>st</sup> position in the school in 1998
- Winner in Chess School Tournament (2000).
- Member of Table Tennis Winner Team, Inter School(1997,1998).
- Participated in Inter-collegiate Cricket tournament (1999, 2000, and 2002).
- Member in Preparation Team for College Cultural Fest(1998,1999,2001)

## PERSONAL DETAILS

Date of Birth : 1<sup>st</sup> November 1982  
Languages Known : English, Bengali & Hindi  
Address : L-22D, Kanpur Road „Sec-D, Lucknow-226012