

## KEITH ASHLEY D'SOUZA

### OBJECTIVE

Seeking Regional Sales Manager/Area Sales Head positions in a reputed organization and utilize my experience to contribute to the strategic growth of company

### SKILLS & ABILITIES

- a) Management & Team Leadership
- b) Clear communicator in both oral and written languages
- c) Ability to Excel in unpredictable and hectic environments
- d) Trustworthy and Reliable Person
- e) Proven Sales and Negotiation Skills

### EXPERIENCE

**Having experience of 7 years 9 months into Sales & Marketing. With consumer durables of 4 years 8 months & non-consumer durables of 2 years 10 months. Into Channel/Project Sales of various products for entire duration.**

**CURRENT: SR. EXECUTIVE- MUMBAI AREA SALES & MARKETING -V-GUARD INDUSTRIES LTD.**

From: May 2014 To: Present

#### **Job Profile:**

For Product Solar Water Heater, To ensure achievement of yearly sale volumes, market share and profitability targets as budgeted in Solar Thermal Sector for Domestic and Commercial Establishments. Handling Team of 3 off role employees to cover Distributor/Dealer Network Enquiries & Business Orders

**Areas Handled:** Western Mumbai, South Mumbai, Central Mumbai (Thane, Kalyan, Dombivli) & Navi Mumbai(Vashi-Panvel), Raigad District (Uran, Alibaug)

**Business Area:** 60 % Project Sales Handling 15 Project customers & 40% Channel Sales Handling 3 Distributors, 22 Dealers including 200 retailers

#### Key responsibilities:

1) Sales & Team Handling: 2 off role staff

- To monitor the sales on weekly basis & Ensuring Product Mix in the sales
- Monitoring Competitors activity in Market
- Working with Off-Role Field Force in Market & Provide effective customer service

2) Outstanding:

- Control on outstanding by ensuring timely payment from Distributors/Project Customers,
- Control of Branch Imprest

3)Promotional Activities:

- Monitoring and implementing successfully BTL & ATL promotional activities like paper advt.,kiosk activity from time to time to distributors
- Provide Product Demo to Monitor and report competitor activity

4)Measures To Success:

- To achieve the sales target on weekly basis & Ensuring Product Mix in the sales
- Implementation of Schemes to distributors and successfully promotional activities from time to time
- Co-ordination with the Regional Sales Manager on day to day basis in terms of getting the right Product Mix, Dispatch of goods to respective towns/distributors

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**Business:**

- 1) Solar Water Heater Mumbai Annual Sales of 1.5 Cr for F.Y.2018-19 (Upto July '18)
- 2) Solar Water Heater Mumbai Annual Sales of 3.50 Cr for F.Y.2017-18
- 3) Solar Water Heater Mumbai Annual Sales of 2.40 Cr for F.Y.2016-17
- 4) Solar Water Heater Mumbai Annual Sales of 2.04Cr for F.Y.2015-16
- 5) Solar Water Heater Mumbai Annual Sales of 1.7Cr for F.Y.2014-15

**Achievement:**

- 1) Highest Contributor in Sales for Solar Water Heater in V-Guard Industries Ltd., Mumbai Branch for 3 successive years 2015-18. Average Growth Rate for Product at 30% P.A.
- 2) Part of Mumbai Branch Sales & Marketing Team in V-Guard Industries Ltd. to win Best Performance Branch of West Zone for 2016-17. Achieved Annual Target of 28 Cr.
- 3) Achieved Annual target of 3 Cr. For FY 2017-18 in 11 months (Apr-Feb'18). Growth Rate of 50% P.A.

**PAST:****1)SR. EXECUTIVE-MARKETING & SALES-MANGAL SYNNOVE ENERGIES PVT. LTD.**

From: August 2013 To: April-2014

- Managing Business Development for Solar based Appliances in Industrial & Domestic Solar energy sector. (Solar Photo Voltaic & Solar Thermal Division)
- Solar Products: Water Heater (Greentek, Tisun), PV Panels (Waree, Vikram Solar), Lanterns

**Business: Annual Sale of 1.5 Cr for F.Y.2013-14**

**2)TERRITORY MANAGER-WESTERN ZONE (CIP PROJECTS)-SATOL CHEMICALS**

From: Sept 2010 To: July-2013

- Conducting trials of Specialty chemicals in Food & Beverage/Dairy Industry & Expanding business avenues.
- Chemical Products: Satonil-PA for CIP in Dairy & Breweries, Satlube-LF for Conveyor Belts, Satol-KAP for Bottle Washing in Breweries

**Business: Annual Business of Rs.1.45 Cr for Carlsberg Breweries (3 nos.) for BWash/United Breweries (9 nos.) in CIP**

- **Clientele Handled: Carlsberg Group, PepsiCo Inc., Asia Pacific Breweries, Molson Coors Brewing Company, Coca-Cola Company & United Breweries.**

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<b>EDUCATION</b>	<b>MAHARASHTRA INSTITUTE OF TECHNOLOGY, PUNE</b>	<b>(2012-13)</b>
	<ul style="list-style-type: none"><li>• Post Graduate Diploma in Process Engineering with First Class Aggregate 63%</li></ul>	
	<b>THADOMAL SHAHANI ENGINEERING COLLEGE, MUMBAI</b>	<b>(2006-10)</b>
	<ul style="list-style-type: none"><li>• Bachelor of Chemical Engineering with over-all aggregate 63%</li></ul>	
	<b>VARTAK COLLEGE OF ARTS, SCIENCE &amp; COMMERCE, MUMBAI</b>	<b>(2004-06)</b>
	<ul style="list-style-type: none"><li>• H.S.C in Science with aggregate of 85.67%</li></ul>	
	<b>HOLY FAMILY CONVENT HIGH SCHOOL, MUMBAI</b>	<b>(1994-04)</b>
	<ul style="list-style-type: none"><li>• S.S.C with aggregate of 86.13%</li></ul>	

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<b>ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> in SSC in School with Aggregate 86.13%</li> <li>• HSC aggregate of 85.67% with 99/100 in Math's &amp; 94% in PCM</li> <li>• 2<sup>nd</sup> place in National Level Competition <i>Chemergence 2009</i> in Poster Presentation</li> <li>• Successful Implementation of B.E. Final year Project on <i>Separation of Omega-3 Fatty Acids from Flaxseed Oil</i> at Lab-scale level</li> </ul>
<b>SOFTWARE</b>	<p><b>Operating System:</b> Windows XP, Vista, 7, 10, 10.1, Android upto v.8.0., iOS upto v.11.</p> <p><b>Application Software:</b> Microsoft Office Package 2000-16 (Word, Excel, PowerPoint)</p> <p><b>Process Design:</b> ASPEN HYSYS (UNISIM Design), HTRI Xchanger Suite</p> <p><b>Others:</b> DASA (Digital School of Animation, Mumbai) certificate course in Animation</p>
<b>PERSONAL INFO</b>	<p><b>Full Name:</b> Mr. Keith Ashley D'souza</p> <p><b>Father's Name:</b> Mr. Malcolm D'souza</p> <p><b>Mother's Name:</b> Mrs. Claudina D'souza</p> <p><b>Date of Birth:</b> 21<sup>st</sup> Dec 1988</p> <p><b>Nationality:</b> Indian</p> <p><b>Marital Status:</b> Single</p> <p><b>Languages:</b> English, Hindi, Marathi, Konkani</p> <p><b>Passport No.:</b> J2271092 (Date of Issue: 29/07/2010, Date of Expiry: 28/07/2020)</p>

**Date:**

**Place:**

**Yours Faithfully,**

**(Keith Ashley D'souza)**

***Letters of Recommendation & Personal References Available Upon Request***