

NAND KISHOREKURAIEN

Summary of Qualifications

Master in Marketing Management Pondicherry University in the year 1999

with FIRST DIVISION

B.Sc. Ag & AH G.B.Pant University Pant Nagar in the year 1982

First Division with honors

Work Experience

July 2015 till 31st May2021 G.N.F.C.LIMITED

Sr Marketing Manager (Regional Head)

- Directly responsible for business development, planning and budgeting to achieve the organization's business targets in the assigned territories;
- Assisting the teams of other territories for specific durations to develop their region's sales;
- Developing the distribution channel for covering both urban and rural markets;
- Ensuring a healthy return on investment for the C&F partners and the distribution network;
- Leading and motivating the sales team and ensuring their training and high level of productivity;
- Procuring information about the competition to suitably refine the sales strategy;
- Conceptualizing and executing innovative localized promotions for brand building;
- Planning the inventory and logistics to ensuring the right mix quantity and freshness of stock and control on damaged stocks, while optimizing costs.

Achievements

- Have built a dominant position in the a highly competitive market.
- Market share growth from 4% to over 15%.
- Exceeding targets continuously by over 40% yearly.
- Placed the product among the customers as prime one
- Identify and finalized prospective clients.

- Successfully developed and generated demand for products and developed sound customer relations with end users.

July 2009 till date G.N.F.C.LIMITED

Marketing Manager

- Directly responsible for business development, planning and budgeting to achieve the organization's business targets in the assigned territories;
- Assisting the teams of other territories for specific durations to develop their region's sales;
- Developing the distribution channel for covering both urban and rural markets;
- Ensuring a healthy return on investment for the C&F partners and the distribution network;
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Achievements

- Have built a dominant position in the a highly competitive market.
- Market share growth from 4% to over 15%.
- Exceeding targets continuously by over 40% yearly.
- Placed the product among the customers as prime one
- Identify and finalized prospective clients.
- Successfully developed and generated demand for products and developed sound customer relations with end users.

July 2001 - June 2009

G.N.F.C.LIMITED

Dy. Marketing Manager

Achievements

- Placed the product among the customers as prime one
- Identify and finalized prospective clients.
- Successfully developed and generated demand for products

- developed sound customer relations with end users

July 1997 - June 2001

G.N.F.C.LIMITED

Astt. Marketing Manager

Achievements

- Placed the product among the customers as prime one
- Identify and finalized prospective clients.
- Successfully developed and generated demand for products.
- developed sound customer relations with end users.

January 1992 - June 1997

G.N.F.C.LIMITED

Promoted as **Senior Sales Officer**

January 1987 - December 1991

G.N.F.C.LIMITED

Promoted as **Sales Officer**

July 1983 - December 1986

G.N.F.C.LIMITED

Promoted as **Field Officer**

July 1982 - July 1983

G.N.F.C.LIMITED

Joined as **Field Officer Trainee**

DOB:

25th May 1961