**Sandeep K Ruhela**

**DOB:** 21st Nov 1985

**Address:** NIT Faridabad, Haryana

**Contact:** 8800934750 – **E-Mail:** [xssandeep@gmail.com](mailto:xssandeep@gmail.com) – Faridabad (Haryana)

**Profile Summary – Brand Marketing Professional with 7+ years of experience**

* Brand Strategy & Management
* Rural Marketing & Brand Activation
* Marketing Planning & Budgeting
* New Product Development
* Marcom & Media Planning
* Go-To-Market Strategy
* Consumer Insights & Market Segmentation
* Demand Generation & Business Development
* Project Management

**Work Management Skills**

**Project Management (PMP®)**

* Has worked on various new product development & existing product facelift projects in cross functional team from R&D, Sales & Operations
* Experience on sales project planning, organizing, monitoring & controlling, resource deployment & cost management

**New Product Development (QFD®)**

* Successfully driven major new product developments through QFD Stage-Gate Development Process
* Experienced in writing product business case, specs & product concepts, briefs

**Brand Management**

* Have led major brand - Positioning Strategy, Marcom, ATL/BTL & Media Planning in the key business markets
* Demand generation in the weak market for seeding & strong markets for further growth through various marketing programs under Brand Activation, Visibility, Awareness Campaigns & targeted competition demonstrations

**Business Strategy**

* Have worked in various projects wherein used several analysis models on evaluating organization's external environment & Internal capabilities

**Team Management Skills**

* Proven capability to easily adapt to cross functional team management skills
* Have led large size sales transformation project team

**Organizational Experience since June’10 with Escorts Ltd.**

**Brand Manager [Nov’13 – Current:** *30 Months***]**

* Develop strategy & growth plans for premium brand of Farmtrac Tractors
* Responsible for development of Annual Market operating plan – Budgeted sales nos., ATL/BTL/Digital & Manpower Budget
* Product & Price positioning for market expansion & penetration
* New Product development, launch & Go-To-Market Strategy for meeting business goals of SOM
* Leads briefing to Creative/Print/BTL/Media agencies across all categories & for all marketing initiatives and campaigns
* Lead the briefs for preparation of marketing content & design of communication collaterals, posters, advertisements, FAB Sales Tools, AVs, Testimonials
* Strategize all Marketing campaigns including Social Media, mass media, door to door rural activations
* Monitor competition on various aspects such as new offering, pricing, consumer offer, ATL & BTL activities
* Initiate research for concept testing, post launch, creative recall and product efficacy dipsticks for insight mining to develop consumer segment specific initiatives
* Support sales teams in regional events, dealer launches, exhibitions & fairs, & customer activities
* **Key Highlights:** **Market** **Launch of XP Series, Classic Series & start of 4X4 tractors Category in key markets**

**Other Projects - Project Lead – Sales Transformation & Demand Generation [July’15 – Present:** *10 Months***]**

* Nominated for driving project **“Mission Vijay”** consulted by **“Accenture Strategy team”** for achieving Transformational Growth of 3% market share in UP state in FY20015-16
* Responsible for project planning, execution, monitoring & control along with monthly project targets
* Responsible for devising effective sales management processes, sales promotion & marketing activity SOPs.
* Designed various growth levers – Sales promotion strategy & demand generation program, channel expansion, network correction, manpower gap correction, territory seeding/penetration strategy, exchange program & incentive, team formation and project officers recruitment, sales management & pipeline management
* Leading a team of 28 Project Officers for successful execution as per the project guidelines to achieve the desired results
* Coach and supervise Project Team members on product knowledge, sales pitch & conversion to ensure successful on-ground implementation of all Marketing campaigns to achieve desired results
* Already achieved 2.7% market share growth at selected dealerships in two Qtrs.

**Asst. Product Manager [Jun’11 – Oct’13:** *28 Months***]**

* Reporting to Product Management Head & supporting product managers in all Product Planning activities for Indian Markets
* Responsible for Product Planning, Product Brief, Business Case & Vol Planning for New Products in the Segment
* Coordination with R&D & Project Management Office for Specification Finalization & Product Introduction Plan
* Feature prioritization & customer perceived value analysis for all new features & product developments
* Devising Product Strategy for seeding & penetration into new Markets & New Applications for driving growth
* Market Intelligence on Product Segment - Sales Numbers/ Revenue/ Market Share/ Margin & Profitability
* Monitoring & Analyzing Segment Prices – Dealer Prices/ Customer Prices/ Tactical Discounts
* Preparation of Feature Advantage Benefits & Why Buy Me Product Training Tools & Flip Charts
* Coordination & field visits for updates & PMD reports on New products/ New Applications/ Emerging Trends
* Coordination with Marketing & Regional teams for new product launches & trainings
* Qualitative, Quantitative & Telephonic customer feedback surveys for new & existing segment products
* Market research, customer clinics & dipsticks for new product feedback on prototypes as well as pilot lot
* **Key Highlights: successfully developed Steeltrac mini tractor, Powertrac Euro Series & New Escorts Tractor Series(Proto)**

**Management Trainee – Business Strategy [Jun’10 – May’11 –** *12 Months***]**

* Worked under CEO in studying & evaluating various alternative business models for Escorts Limited for related diversification of the business in agriculture value chain.
* Developed extensive understanding on contract & corporate farming models in practice in India. Part of the team ventured into Escort-IFFCCO cooperative crop solution model.
* **Key Highlights: Awarded with certificate of appreciation by CEO for valuable contribution to the project**

**Technical Support Executive Convergys India Ltd., Gurgaon [Oct’2007– May’2008 –** *12 Months***]**

* Citi Bank USA, online customer’s business service and acquisition
* Resolved customer’s online problems, performed cross selling and up selling of various other Citi Bank’s products

**Academic Details**

* MBA – Marketing & Entrepreneurship from Nottingham Trent University, Pearl School of Business, Gurgaon, 2010
* BA from Delhi University, New Delhi, 2006
* **Certified PMP©**, PMI Institute-USA, 2015
* **Certified QFD©**, QFD Institute-USA, 2011
* 4 Yr Printing Technology course from Thomson Printing Technology Institute, Faridabad, 2007

**Honors & Achievements**

**Professional**

* Best Demand Generation Project Award (Q1) in “Mission Vijay”, 2015 [among 7 regions]
* Certificate of appreciation for successfully leading Powertrac Euro Series Project, 2013
* Organization nominated for QFD & PMP certification for consistent A+ performance

**Others**

* Earned Nottingham Trent University Scholarship award for achieving top position in MBA
* Won several awards in sports competitions in school, college and organizations

**References:**

* Dr. Ashutosh Bhupatkar – Past – College Director & Current – Independent OD Consultant – Mob:09766045164
* Dr. Shalini Lal – Past – CHRO Escorts & Current – Director HR – Deutsche Bank - Mob: 9766045164