

TUSHAR K. SRIVASTAVA

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High Impact Leader

Strategic Management | Sales & Business Development | Profit Centre Operations | Expansions | Key Account Management | Top Line/Bottom Line Performance | Annual Operating Plan | Market Research | Distribution Management | Sales Funnel | Network and Service Expansion | Operations Management | Team Management | General Trade | Modern Trade | Institutions & HoReCa | Trade Marketing | Marketing

Take charge leader who quickly overcomes profit and growth challenges, leveraging entrepreneurial drive and market acumen for success in new market ventures/establishments.

- People's Leader and knows how to drive results through people.
- Strong credentials in rolling innovative strategies to transform business units to globally competitive business ventures.
- Captured high growth in highly competitive markets through impeccable services to discerning customers as a master of sincere relationship building.
- Building connections between diverse teams, functions and departments to drive the result; while following a cross-functional and 360° people management approach.

Signature Competencies:

- Creative strategist having ability to implement innovative sales and promotional programmes to generate sales in the midst of competitive market scenario.
- Proven track record of excellence in modern & general trade sales and P&L responsibility, market share development, brand building, network and service expansion, local supply footprint and a winning strategy
- Outstanding success in building and maintaining relationships with key corporate decision-makers creating large volume, high-profit accounts with excellent levels of retention and loyalty.
- Holds the credit of success in leading a steering sales operations and aggressive growth of products; leading the region in generating sales volume surpassing sales objectives; creating and executing demand generation focused on driving sales
- Excellent leadership qualities with proven ability to build and lead effective teams, plan and execute business events, and supervise entire marketing activities.

PERFORMANCE BENCHMARKS

Walmart India:

- Team award – HoReCa -2018, 2019
- Team award – new initiatives -2016
- Team award – Gifting execution 2015
- Star of the month award (thrice)

PepsiCo India:

- Best KAM by the biggest customer Reliance Retail in 2009
- Best Team amongst Top 10 Managers for 3 consecutive survey
- Personalized Letter from CEO on Large Activations in 2012
- Star Award in 2010, 2011 & 2012

Kellogg India:

- Best ASM in 2004
- Best ASE for Western Region in 2002
- Best New Sales Officer for 1999
- Best TSO in 1998

CAREER SUCCESS

Walmart India Private Limited

Nov 2012-Present

Vice President – Institutions, HoReCa & E-Com | Jan 2017 Onwards (All India)

- Team size – 220, shared -28, business -1100 Cr, Direct reportee-5, customers - 26000
- As member of core leadership, playing a key role in defining strategy for organization
- Created Key Accounts strategy & which is generating additional 100 Cr business with double digit growth
- Worked on acquiring stores/activities through ecom -8% Contribution
- Developing Marketing activities for trade promotions, trade activations and Private Brand drive.
- Demonstrating excellence in:
 - Work on assortment needs for customer, along with new stores for share of wallet improvement
 - Developing payment, delivery solutions
 - Establishing portfolio mix for the channel and work to improve contribution of profitable brands
 - Automation for sales order booking and delivery

General Manager – All Formats | Nov 2012-Dec 2016 (All India)

- Team size: 95 | Business volume: 800 crores, direct reportee-2, customer: 11000
- Creation of Sales & BD model for better reach and margin improvement
- Initiated mapping/service for small traders to improve profitability and additional sales

- Doubled company's GM business in 2 years to INR 60 Crores and >10% market contribution.
- Steered the entire project titled Buying Cycle upscale, predicted & bridged demand supply gap which resulted in accomplishing superior customer satisfaction
- Steered sales & business development plan for the aggressive growth of in high profit items.
- Established a distributor & dealer network for channel as well as institutional sales for a range of Private Brand products towards the organization's goal of achieving a turnover of INR 40 Crores

PepsiCo India Holdings Private Limited

Oct 2006-Oct 2012

General Manager – Institutional- Beverage | Jan 2010-Oct 2012 (All India)

- Team size: 6 members | Business volume: 130 Crores p.a (14 On Premise Customer Headquartered at Mumbai)
- Managed Top OP Customers – Big Cinema, Fun Cinema, Fame, Taj, Jet Airways, Reliance, Speciality Group, etc.
- Grew 60% plus for all the three years, outlets 1200
- Acquired Top customers including Reliance & Taj Group
- Became responsible for Bottom line as well

Sr. Sales Manager – Modern Trade-Foods | Oct 2007-Dec 2009 (All India)

- Team size: 4 | Growth: about 88%, outlets 1500
- Instrumental in Creating MT structure for the organization
- Managed top customers including Reliance, Spencer's, Metro, Aditya Birla, Big Bazaar etc.
- Managed the business size of about 40 Crores p.a

Sales Manager – Premium General Trade/MT- Foods | Oct 2006-Sep 2007 (South)

- Team size 22: | Business Growth: about 126% | Business volume: 30 Crores p.a.
- Mapped SA stores business across south in 40 towns
- Extended business to 46 distributors with 7900 outlets & 66 RSA
- Developed service models in 40 towns, successful handling of distribution associations

Kellogg India Private limited- (West)

Dec 1998-Sept 2006

Area Sales Manager- All Formats | Jan 2004-Sept 2006

- Business growth: 15% | Team size: 36 personnel and 12 distributors | Turnover: 22 Crores per Annum | Outreach: 24% new outlets in Goa, outlets 25000| Managed CSD for assigned market

Area Sales Executive- General Trade (Central Mumbai, South Mumbai, and New Mumbai) | Jan 2001-Dec 2003

- Turnover: 14 Crores per Annum (10% Volume) | Team Size: 30 team members and 9 distributors | Business Growth: 85%, 18000 outlets, launched new variant of serials

Senior Sales Officer-General Trade (Eastern Mumbai, New Mumbai & Raigadh) | Dec 1998- Dec 2000

- Business Growth: 25% (western region) | Team Size: 15 distributors and 21 personnel, outlets 8000, Business 6 Cr
- Undertook the highest new Initiatives for Business development like snacks and Biscuit launch in C&D class

Procter & Gamble India Private Limited – (West)

May1996-July 1998

Territory Sales Officer- General Trade

- Turnover: 2+ crores per annum | team size: 48 distributors and 38 personnel, outlets 3500
- Successfully launched Pantene shampoo variants, Head & Shoulders, Whisper & Vicks variants

EDUCATION

Executive General Management Program | Indian Institute of Management, Bangalore | 2012

Diploma in Marketing & Advertising | Rajendra Prasad Institute of Management Science (Bhavan's), Mumbai | 1996

Graduation with Economics | Osmania University, Hyderabad | 1994

Key Trainings Attended:

- Sales College by in Jul'97
- Sales Training by In Nov'00
- Key Account Management In Mar' 06
- MT Training on Customer Management in Oct'07
- MT Training by Asia Sales University in Mar'07
- Customer Management in Aug'08
- Negotiation Stills in Oct'08
- Profitability in Sep'09
- Team Management in Jul'10
- Change Management in Sep'11
- Training Manager in May'12
- Walton Institute Workshop in Jul'13
- We are Merchants in July 2014
- Senior Leadership development in Nov 2016
- Leadership essentials in June 2018
- Leading leaders in July 2019