

AJAY KAPOOR

Targeting senior level assignments in Sales & Marketing with an organization of repute in Auto-ancillaries sector in Noida, Delhi, Gurgaon and Manesar

Subject Matter Expert with an eye for detail, offering strong exposure in Industrial Sales & Marketing and B2B Marketing



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Highly knowledgeable in a wide variety of professional disciplines like: STRATEGIC PLANNING || SALES & MARKETING || PROFIT CENTRIC OPERATIONS || REVENUE GENERATION || SUPPLY CHAIN MANAGEMENT || OEM SALES || MARKETING COMMUNICATION

Executive Profile

Offering **nearly 25 years** of experience in selling Engineering products successfully across B2B module with enriched geographical knowledge spanning PAN India, Europe, Africa, Middle East, Asia, Portugal, Jordan, Syria, Saudi Arabia, Morocco, Burkina Faso and so on

- ▶ Seamlessly advanced in carried through acquiring new clients and negotiating for securing profitable business; thus bagging higher share of business with existing customers by applying profitable strategies
- ▶ Expertise in developing effective working relationships with customers through regular meetings and obtaining further sales and business development opportunities
- ▶ Possess enriched cross-functional team management exposure; interface with departments like Quality, Engineering, PPC, NPD, Purchase and Production for new project development, CRE/VE proposals, delivery & quality PPM and higher business volumes and profit
- ▶ Competent in mapping business needs and tailoring solution using relevant products and solutions, drawing on expert internal resources as required
- ▶ Considerable exposure of Planned and organized exhibitions, print advertisement, Web based advertisement and sponsored links on search engines at international level
- ▶ Effective leader with excellent influencing skills to sustain growth momentum while motivating peak individual performances while adhering to organization's goals & objectives
- ▶ A strategist with skills to work in multi-cultural & multi-lingual environment with strong interpersonal skills & expertise to interact at all levels of hierarchy

Thinker, Change Manager & Risk Taker with entrepreneurial drive

Key Impact Areas

Market / Competitor Analysis

Budgeting, Forecasting & Cost Optimization

Business Strategies

Emerging Markets and technologies Analysis

Customer Relationship Mgmt.

Brand Positioning & Management

Key Skills

Communicator

Innovator

Collaborator & Negotiator

Thinker

Leadership

Career Timeline



Jul'14 till date



Nov'07 – Jun'14

Apr'02 – Nov'07



Academic Details

- ▶ MBA in Marketing from Birla Institute of Management Technology, New Delhi in 1999
- ▶ BE in Mechanical Engineering from S.E.S. College of Engineering, Pune University, Pune in 1993



Professional Experience

Jul'14 till date with Sundram Fasteners Limited (www.sundram.com) as Senior Manager – Marketing

Key Products: Powder Metallurgy and cold extrusion components

Key Clients: Automotive OEMs -MSIL & HCIL, Tier-1 Suppliers -Denso, GKN Drivelines, Munjal Showa and Magna Rico, Non-Automotive Equipment Manufacturers -LG Electronics and Godrej).

Region Managed: North India

Key Resulting Areas:

- ▶ Maximizing business goals and revenue by advancing sales channels, implementing pricing strategies, identifying key adjacent markets, and using emerging trends
- ▶ Increasing business by formulating most favorable organizational structure and motivating entire team to optimize 'best-in-class' product development and delivery
- ▶ Ensuring alignment of business plans with marketing and sales strategies by concentrating on business management, planning, and data analysis
- ▶ Spearheading entire gamut of operations related to sales top line budget, new business development budget, travelling budget, sale promotion budget and selling expenses budget; ensuring their continuous review
- ▶ Evaluating foreign currency prices, steel prices, therefore processing costs according; discussing and negotiating the price increase or decrease with customers, as and when desired, so as to maintain competitiveness and profitability
- ▶ Generating MIS reports like monthly sales report, weekly receivables and collection Statement, daily in-warding report, competitor analysis, new development project tracker, delivery & quality PPM analysis, finished goods stock analysis, quality complaints resolution tracking and rejection analysis
- ▶ Adhering compliance with defined norms of the company for present as well as outstanding stocks
- ▶ Creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members

Highlights:

- ▶ Increased business year-on year basis by developing components for new models and by acquiring higher share in existing business
- ▶ Strengthened organizational structure through recruitment, training, developing, motivating and leading north zone team of 4 executives for product development and higher delivery standards as well as business relationships with customers
- ▶ Meeting revenue targets by maximizing sales collections and other receivables



Previous Experience

Nov'07 – Jun'14 with Uniparts India Ltd., Noida (www.unipartsgroup.com), as Senior Manager, Sales & Marketing

Key Products: Three Point Linkage, Tractor Parts

Key Clients: Indian OEMs, M&M, TAFE, ITL, John Deere, Escorts & New Holland Tractors

Japanese & Thailand OEMs, Yanmar, Kubota, ISEKI & Delica

USA & European OEMs, John Deere Overseas, GKN Walterscheid GmbH & CLAAS Tractor SAS – France, JCB-UK, Terex-USA

Region Managed: Pan India & Overseas

Growth Path: Joined as Manager – Marketing (Domestic) in 2007, promoted to Manager-Marketing (Domestic & Overseas) in 2009 and then to Senior Manager in 2011

Highlights:

- ▶ Substantial Growth in Domestic and Exports Business, establishing the group as a solution provider rather than component provider; acquired entry in new emerging markets and advanced technology product lines

Apr'02 – Nov'07 with Eastman Ind. Ltd., Ludhiana (www.eastmanglobal.com), as Asst.Manager-International Marketing

Key Products: Light Engineering Goods i.e. Automotive Parts, Automotive Tyres, Electric Bikes, Motorcycles and Bicycles

Regions Managed: Europe, Africa, Middle East and Asia

Growth Path:

International Marketing Executive

Assistant Manager-International Marketing

Highlights:

- ▶ Liaised with clients across various geographies like Portugal, Jordan, Syria, Saudi Arabia, Morocco, Burkina Faso, Mali, Senegal, Guinea, Gambia, Afghanistan, Pakistan & China for export marketing
- ▶ Leveraged skills in generating sales annual projections and annual travel plans

May'97 – Mar'01 with Techlink Machine Tools Pvt. Ltd., Delhi as Assistant Manager (Industrial Marketing)

Key Products: High Precision CNC Machines

Regions Managed: North India

Highlights:

- ▶ Merit of getting selected for getting trained in Switzerland and Spain by principles for various Technical and Marketing aspects related to High End Cutting Tools Technology

- ▶ Bagged business from Automotive Ancillaries and High Tech Tool Rooms for sales and marketing of High Precision CNC machines and their accessories
- ▶ Operated in coordination with higher management for Institutional business from Indian Railways and Defence & other government organizations

Jul'93 – Apr97 with Gedee Weiler Pvt. Ltd., Delhi as Engineer – Sales & Service

Key Products: High Precision NC & CNC Machines

Regions Managed: North India



Personal Details

Date of Birth: 25th March 1972

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