**Vinay Ahuja**

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**CAREER OBJECTIVE**

With over 15 years of Industry experience, self driven, results-oriented sales and marketing professional with expertise in dealer, consumer sales and service in IT Industry.

Core expertise in Channel Sales & Distribution management. Contribute to optimizing revenue and profit performance for a progressive organization. Skills include: dynamic communication, business development, strategic planning, fiscal administration, national account management, consulting, e-commerce, advertising, & high-technology talents.

**PROFESSIONAL PROFILE**

•Over 15 years of successful domestic sales & marketing experience, including executive-level accountability for P&L, budgeting, cost control, strategic partnering, business development, team building, and OEM relations.

•Demonstrated exceptional communication skills in consulting with key decision makers, delivering powerful presentations, persuasively negotiating major transactions, steering critical committees, managing high profile accounts, diplomatically troubleshooting problems, and delivering comprehensive training programs.

•Historically excelled in defining and penetrating lucrative markets and capitalizing on opportunities to strategically drive business growth.

•Decisive, motivating leader with extensive experience in managing national sales groups, independent agents, dealer organizations and distributors.

•Maximized sales in current/previous jobs by designing and launching proactive campaigns, developing existing accounts, generating new business through cold calling, referrals and leads follow-up, and customizing sales strategies to address client-specific needs and markets.

•Created innovative marketing brochures, flyers, lead generation materials, advertising and sales support tools.

•Maximized market visibility by planning and producing tradeshow, conference, and event promotional initiatives.

**PROFESSIONAL EXPERIENCE**

**Supertron Electronics Pvt. Ltd., One** of the India's fastest growing IT product & mobile distribution Companies having Association of Brands like Dell,Acer,Samsung,Lenovo, Cyber Power,Genius,Gionee Mobiles. Having presence across 40 Indian locations and have aTurn over of more than 2600 Cr’s.

Product Manager, Jan 2015 to Present

Key Role and Responsibilities:

I have been directly responsible for P/L for the assigned product line and have been working under the allocated budgets to generate the expected Revenues, Market share, Customer Base, Strengthening the last interface with the customer in addition to the all important ability of coordinating with the team & ensuring effective & efficient Manpower Management skills.

**As of now taking care of Five product lines**

**Xerox:** Xerox renowned name for Office printers, multifunction printers, copiers, fax machines and software. Digital presses, production printers and copiers,

**LG AV Monitor:** Lg is quite renowned for its display range having a complete range of M TV Monitors

**Cyber Power**: We are doing Complete UPS Series starting from 600VA to 400KVA in Channels as well as Corporate apart along with Accessories, Surge protectors as well as Power Banks also.

**Firepro:** Renowned Name in Graphic Cards

**Aver media**: Renowned Name in Capture Cards

**Achievement**

•Initiated and instituted a channel for PAN India for Xerox ,Lg AV Monitor ,Cyber Power ,Firepro and Aver media range of product Range

**.**Initiated three big projects with three Big Groups Smaash Entertainments Pvt Ltd, CMS and Trimax giving them power solutions

•Initiated corporate accounts in both the product lines

• Well Placement of the both the products from Online Sites FLIPKART, SNAPDEAL, NAPTOL, SHOPCRUZ Etc

•Successful in achieving Overall Operation.

**Company: Champion Computers Pvt. Ltd**

Champion has a national Strategic tie up with BSNL where all its Telecom Products are coming in the Brand Name of Champion BSNL which includes Feature phones, Smart Phones,Tablets,Pheblets and Datacards

**National Manager Sales and Distribution, Aug 2012 to Dec 2014**

Key Role and Responsibilities:

•Successfully grew business by over 60% within an impressive 2 year time frame through effective application of dynamic B2B, corporate and end user sales talents.

•Strategically restructured sales and marketing operations to optimize performance.

•Promoting Champion brand through direct and indirect channels sales through local marketing campaigns.

•Ideation of strategies, Planning and execution of sales through distributors in National Level

•Launched local promotion plans instrumental in generating new revenue channels.

**Achievement:**

•Initiated and instituted a channel for PAN India for 3G Dongle and Tablets

•Well Placed BSNL Feature Phones for PAN India

 •Effective Placement of BSNL Smart Phones for PAN India

• Well Placement of the products from Online Sites SNAPDEAL, NAPTOL, SHOPCRUZ Etc

•Successful in achieving Overall Operation

**Company Name : Kobian Pte Ltd**

**Regional Sales Manager,(North) Dec 2008 To July 2012**

Key Role and Responsibilities

•As a Regional Manager for Mercury Products, succeeded in driving startup operation to contribute to annual revenue through strategic business planning, staffing, sales training, vendor relations and new regional and national account development, for North and Central India

•Resourcefully coordinated critical sales force, manufacturer relationships to generate marginal increase resulting in profit increase.

•Introduced company’s first national training and marketing presentation programs for major line of Handling of Channel Partner and IT Retail Chain

•Expansion of existing share / volume of business within existing as well as new Dealers

 Hardware and peripherals

.Close Interaction with National Distributors Solara internationals and Local RD Carlton Info Trade and supporting them to maintain the P&L

**Company Name : SES Technologies Ltd, Delhi**

**Branch Manager, Oct 2005 To November 2008**

Key Role and Responsibilities

•To lead Channel Sales Team of Delhi NCR

•Handling of Channel Partner and IT Retail Chain

•Expansion of existing share / volume of business within existing as well as new Dealers

•Accountable for Top line as well as bottom-line for PC vertical.

•Market sensing and sales forecasting

•Handing a Team of 40 guys in 3 divisions; i.e. Component, PC, VAD

Components: Distributing Intel, Ashrock, AMD, Asus, Numeric, Sahara component

PC : Distributing HCL, Sahara and Toshiba

VAD: Distributing Hp Server, Storage, Proc and Molex range of products

**Company Name :Compuage Infocomm Ltd, Jaipur/Indore**

**Branch Manager, February 2001 To September 2005**

Key Role and Responsibilities

Responsible for not only to increase the profitability of the organization but also to provide training to dealers and handling of other marketing tools voz, promotion, organizing workshops for dealers.

**Achievements:**

•Increased sales with in a time span of six month with greater market penetration

•Improved the distribution network and the reach by opening 35 new dealers.

**Company Name :Priya Ltd, Jaipur**

**Branch Manager, January 1999 To January 2001**

Key Role and Responsibilities

•Responsible for Branch sales through

•Channel selection and Development

•Organizing promotional activities

**Achievements:**

Setting up the complete dealer network for the company

Increased distribution network

**Company Name : Mentor Ltd, Jaipur**

**Branch Manager, July 1996 To December 1998**

Key Role and Responsibilities

Worked as a Executive in Mentor Ltd (Distribution house for HCL PC’S and Profit software)

**Educational Details**

Masters in M.Sc. (Statistics)

Rajasthan University, Jaipur

Bachelors in Mathematics

Rajasthan University, Jaipur

**Software Skills**

Diploma in Computer Application

Proficient in Windows 98 onwards

MS Office 97X onwards

**Professional Skill**

Sales & Channel Management.,Recruitment & Team building, Budgetary control and Analytical Skill&Negotiation Skill

**Personal Details**

Date of Birth: 7, October, 1972

Marital Status: Married

Language Known: English and Hindi

Reference and photograph available on request