



Om Prakash Singh

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Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies, targeting assignments in **Parts & Lubes Sales, also looking Parts Operations & Marketing** in **Heavy Construction Equipment /Auto Industry tractors** division with an organization high reputed **CASE NEW HOLLAND CONSTRUCTION INDIA PRIVATE LIMITED**

Working Location : **NCR,**

CORE COMPETENCIES

Parts & Lubes Sales,

Parts Operations & Marketing

Key Account Management

Customer Delight

Corporate Communications

Marketing Strategy & Execution

Dealers/Stockiests Management

New Dealer Development

Market Trends Analysis

Dealer Development

Cost & Resource Optimization

Team Building & Leadership

PROFILE SUMMARY

- Achievement-driven professional with an experience of **nearly 16 years**
- Expertise in implementing strategy to execute the set plans and respective marketing activities in collaboration with the **top management** to achieve the **set objectives**
- Leveraged entrepreneurial capability and skills in **translating corporate** vision, to overcome complex business challenges and deliver on high-impact decisions; renowned for driving an auction base to glide revenue
- **Expert in the technical, conceptual and content development of parts sales**-driving collateral in the field of Heavy Construction Equipment
- Drove the maintenance of revenue & parts growth of 20% per annum while procuring incremental revenue for the company, by implementing a new concept of parts marketing
- Rich experience in technical, conceptual and content development of parts sales-driving collateral in the field of Heavy Construction Equipment
- Maintained revenue & parts growth of 30% per annum, consistently procured incremental revenue for the company by implementing a new concept of parts marketing
- Managed parts sales business of entire U.P.; led 12-member team
- Attended Master Advance Training Certificate in Product Support (Caterpillar India Pvt. Ltd.), 2012
- Acted as a part of the Asia Pacific Master Elite Program (Caterpillar India Pvt. Ltd.), 2012
- Skills in **improving results instantly** by building strategy, prioritizing the **major focus areas for the challenges**; won awards of highest revenue growth through CSA (Service) (Caterpillar India Pvt. Ltd.), 2013

NOTABLE DELIVERIES

- Diploma Working Together Promotion Mutual Respect (Case New Holland Construction India Pvt. Ltd.) 2019
- Avoiding Retaliation and Promoting Communication (Case New Holland Construction India Pvt. Ltd.) 2018
- Understanding Information Security and Protection (Case New Holland Construction India Pvt. Ltd.) 2018
- Spare Parts Management Workshop (Case New Holland Construction India Pvt. Ltd.) 2017
- CNH Industrial Code of Conduct (Case New Holland Construction India Pvt. Ltd.) 2017
- Avoiding Bribery & Corruption in the Global Business Environment (Case New Holland Construction India Pvt. Ltd.) 2017
- Awards of Highest revenue growth through CSA (Service) (Caterpillar India Pvt. Ltd.), 2013
- Awards of Highest Value of Dead Inventory Sales (Caterpillar India Pvt. Ltd.), 2013
- Master Advance Training Certificates in Product Support (Caterpillar India Pvt. Ltd.), 2012
- Asia Pacific Master Elite Program (Caterpillar India Pvt. Ltd.), 2012
- One year Apprenticeship Training (Tata Motors, TELCO), from 2002 to 2003

ORGANISATIONAL EXPERIENCE

Manager- Parts & Lubes Sales also Parts Operations & Marketing, Case New Holland Construction Equipment (India) Pvt. Ltd.,NCR Faridabad - Jun'17 - Till Date (Looking Key Accounts Parts Sales Customers -PAN INDIA)

Key Result Areas

- Supervising parts KPI data on a weekly basis and monitoring dealers & stockiest to resolve their queries
- Heading monthly MOM Dealers & Stockiest; monitoring timely delivery of spares to the customers, dealers & stockiest
- Steering the maintenance of optimum parts inventory through ABC & FSI Analysis
- Coordinating with stores to maintain the complete stock as per demand
- Heading activities encompassing monthly parts sales planning
- Looking Store Operation activity and Retail Sales
- Looking Pan India Key Accounts Customers After sales and supports

Highlights:

- Headed parts sales & service operation for NCR & rendered Pan India customer support
- Organized Service Camp & Mechanics Meet Program for growth of parts & service revenue
- Directed onthly follow up & collected the payment from dealers, stockiest & corporate customers
- Headed SAP Process set up along with ICT Team (Invoicing Process / Warranty Parts Process /FOC Supply Process)
- Drove the maintenance of spare parts stock in view of its consumption in service as well as in trading

Dy. Manager- Parts ,Lubes Sales & Operation Supports, Tractors India Pvt. Ltd., Lucknow Jul'04 – May'17

Key Result Areas

- Working in SAP version 6.0 ECC; working towards planning & organizing parts sales business through service camps
- Achieving the parts target on a regular basis and working on C&L parts related work
- Generating revenue through Customer Support Agreements (CSA); managing parts inventory based on branch & area offices and administering Debtors & C Forms Collections
- Performing technical analysis along with service engineer (health checkup of machines)

Highlights:

- Created excellent relations with key accounts & strategic customers; focused on channels and manufacturers of commercial vehicles and construction equipment
- Recognized for exceeding targets year on year; received recognition for the same
- Delivered YOY growth and achieved sales target for within the assigned geographical zone
- Overachieved annual sales goals of while managing a channel marketing budget
- Maintained a share of all sales through the channel for a long period of time

APPRENTICESHIP

Attended one year training (Tata Motors, Telco) from 2002 to 2003

IT SKILLS

- MS Office (Word, Excel, PowerPoint), SAP

ACADEMIC DETAILS

- Diploma in Mechanical Engineering (Production) from U.P.B.T.E., Hewett Polytechnic – Lucknow in 2002 with 80%
- B.Sc. in PCM Group from Purvanchal University – Jaunpur (U.P.) in 1999

PERSONAL DETAILS

Date of Birth: 7th May 1978

Languages Known: Hindi - English

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