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| *A visionary Sales, Marketing & Strategy Expert looking for leadership position which will enable the organization to achieve sustainable and long-term gains*  *Location Preference: Delhi NCR*  -------------------------------------------------------------------  **ajaykapoor2503@gmail.com +91-** **9910112877**  **AJAY KAPOOR**  **SENIOR MANAGER- MARKETING**  **Strategic Business Planning | Business Development & Growth** | |
| **Career Summary**     * **Business leader with** **nearly 26 years** of impressive success in consistently achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments * Rich 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 * Developed & rolled-out winning **go-to-market strategies** for new product launches, product line extensions & product management/marketing initiatives * Pivotal in **improving customer engagement** through focused market research and using the resultant analysis to devise the future product roadmap * Built & **established strong networking** in the industry; worked with leading organizations and vendors to achieve common objectives * In-depth understanding of diverse markets across **India and overseas** as well as different models of business and positioning of products * Expertise in **analyzing market trends** to provide critical inputs for business development initiatives and formulation of selling and marketing strategies * **Key People Leader**, who has successfully led and motivated team in cross-cultural environment towards growth and success in the organization   **Education**   * **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   Sep’10-Jan’11 | **Core Competencies**   |  | | --- | | New Business Set-up/ Expansion | |  | | Strategic Business Planning | |  | | Budgeting, Forecasting & Cost Optimization | |  | | Client Relationship Management | |  | | Operations Management & Excellence | |  | | Industrial Sales & Marketing | |  | | P&L/ Revenue Management | | Market/ Competitor Research | |  | | Team Building, Training and Leadership | |  |   **Soft Skills**   |  | | --- | | Leader | |  | | Collaborator | |  | | Client-Focused | |  | | Negotiator | |  | |
| **Professional Experience**      **Techlink Machine Tools Pvt. Ltd.**    **1993-1997**  **1997-2001**  **2002-2007**  **2007-2014**  **2014-2018**  **Since 2018**  **Wealth of Expertise**   * Leading the **entire business** with multiple functions and implementing **long-term growth strategy** to maximize ROI * Directing the conceptualization & implementation of **competitive strategies** and action plans to achieve **AOPs**, developing as well as **expanding market share** towards the **achievement of revenue & profitability targets** * Steering diverse responsibilities, including **strategy planning & execution**, **new initiatives** & operations across various stints with the group * **Maximizing the sales opportunities**, proactively creating new opportunities, developing & managing relationships with key internal & external stakeholders * Amplifying revenue margins by devising **brand building initiatives** and **customer engagement plans** * **Revamping the business model & strategy** to build a more responsive & market-driven organization; developing plans/ internal controls/ **SOPs** to take the business to next level * Providing strategic leadership through facilitating or advising strategy development while establishing foresight, conceptual capability and **market awareness**; working closely with the category for merchandise planning for stores * **Mentoring & motivating teams** to ensure efficiency in process operations and customer service   **Professional Experience**  **Since Sep’18 with UT Pumps & Systems Ltd., Faridabad as Senior Manager (Marketing)-PAN India**  **Key Products**: Screw Pumps (Single Screw, Twin Screw & Triple Screw and High Pressure Pump  **Scope of Work:** Currently spearheading entire gamut of business across PAN India.  **Key Result Areas:**   * Building & nurturing relationship with OEMS, contractors, consultants of large infrastructure projects & end users * Outlining strategies for sales promotion activities; representing the company in various exhibitions and seminars * Developing new applications and thereby tapping new markets and customers * Formulating MIS reports on order booking, weekly receivables & collection, finished goods stock analysis, quality complaints resolution tracking and rejection analysis * Spearheading order booking functions and forwarding the same to PPC; ensuring execution of ERP activities * Monitoring Sales Team for customer handling during their visit to plant for technical & commercial discussions, order finalization and testing & inspection * Interfacing with PPC, Production, Engineering, Quality & Dispatch Departments and various zones for driving sales and marketing activities * Supervising marketing intelligence at Head Office and Zonal Level * Ensuring vendor registration with reputed PSU, Government and Semi Government activities including Defense, PDIL, EIL, BHEL, L&T, Electricity & Water Boards   **Highlights:**   * Managed key clients across Oil & Gas Refineries, Thermal Power Plants, Steel, Cement & Paper industries   **Jul’14-Sept’18 with Sundram Fasteners Limited (www.sundram.com) as Senior Manager – Marketing**  **Key Products:** Powder Metallurgy and cold extrusion components  **Scope of Work:** Spearheaded business with an aim to augment revenue. Steered efforts in maximizing the sales collections and other receivables by meeting revenue targets  **Highlights:**   * Managed key clients including Automotive OEMs -MSIL & HCIL, Tier-1 Suppliers - Denso, GKN Drivelines, Munjal Showa and Magna Rico, Non-Automotive Equipment Manufacturers -LG Electronics and Godrej) * Grew business year-on year by developing components for new models & acquiring higher share in existing business * Led, mentored and trained a team of 4 members engaged in driving business across North region * Worked in tandem with cross-functional teams including Quality, Engineering, PPC, NPD, Purchase and Production for new project development, CRE/VE proposals, delivery & quality PPM and higher business volumes and profit * Assessed foreign currency prices, steel prices, therefore processing costs according; discussed and negotiating the price increase or decrease with customers, as and when desired, so as to maintain competitiveness and profitability * Developed 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   **Nov’07 – Jun’14 with Uniparts India Ltd., Noida (www.unipartsgroup.com), as Senior Manager, Sales & Marketing-PAN India/Overseas**  **Key Products:** Three Point Linkage, Tractor Parts  **Growth Path:**  2007-2009 as Manager – Marketing (Domestic)  2009-2011 as Manager-Marketing (Domestic & Overseas)  2011-2014 as Senior Manager  **Scope of Work:** Managed business across PAN India/Overseas markets. Augmented domestic and exports business by devising innovative strategies; devised plans to enter emerging markets, thereby contributing in revenue enhancement.  **Highlights**:   * Managed key clients including 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   **Apr’02 – Nov’07 with Eastman Ind. Ltd., Ludhiana (www.eastmanglobal.com), as Asst. Manager-International Marketing-** **Europe, Africa, Middle East and Asia**  **Key Products:** Light Engineering Goods i.e. Automotive Parts, Automotive Tyres, Electric Bikes, Motorcycles and Bicycles  *Joined as* ***International Marketing Executive*** *and promoted as* ***Assistant Manager-International Marketing***  **Scope of Work:** Drove entire gamut of business across Europe, Africa, Middle East and Asia markets.  **Highlights:**   * Gained geographical exposure by interacting with the clients from Portugal, Jordan, Syria, Saudi Arabia, Morocco, Burkina Faso, Mali, Senegal, Guinea, Gambia, Afghanistan, Pakistan & China for export marketing * Devised annual sales projections and annual travel plans   **Previous Experience**  **May’97 – Mar’01 with Techlink Machine Tools Pvt. Ltd., Delhi as Assistant Manager (Industrial Marketing)-** **North India**  **Key Products:** High Precision CNC Machines  **Scope of Work:** Worked in coordination with senior management and secured business from Automotive Ancillaries and High Tech Tool Rooms for sales and marketing of High Precision CNC machines and their accessories  **Highlights**:   * Secured Institutional business from Indian Railways, Defence & other government organizations * Nominated to attend a training at Switzerland and Spain on various technical and marketing aspects related to high end cutting tools technology   **Jul’93 – Apr97 with Gedee Weiler Pvt. Ltd., Delhi as Engineer – Sales & Service (North India)**  **Key Products**: High Precision NC & CNC Machines | |
| **Personal Details**  **Date of Birth:** 25th March 1972 | **Languages Known:** English, Hindi  **Present Address:** Flat No. 702, Tower 5, Sunworld Vanalika Apartment, Sector -107, Noida | |