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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**

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| New Business Set-up/ Expansion |
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| Strategic Business Planning  |
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| Budgeting, Forecasting & Cost Optimization |
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| Client Relationship Management |
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| Operations Management & Excellence |
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| Industrial Sales & Marketing  |
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| P&L/ Revenue Management  |
| Market/ Competitor Research |
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| Team Building, Training and Leadership |
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**Soft Skills**

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| Leader |
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| Collaborator |
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| Client-Focused |
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| Negotiator |
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| **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  |