

AJAY KAPOOR

SENIOR MANAGER- MARKETING

Strategic Business Planning | Business Development & Growth

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

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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

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

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

Sep'18-Mar'20 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 zones for 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