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Industrial Sales & Marketing | OEM & Aftermarket Sales | Channel Management | Export Sales | Business Development | Supply Chain Management | Key Account Management | Customer Business Operations | Value Creation | Customer Development & Retention | Cost Optimization

PROFILE SNAPSHOT:

- Sales, Marketing and Business Development professional with experience in providing executive leadership to transform B2B & B2C marketing operations, building strategies and driving business growth on a global scale.
- 3.5 years of relevant experience in the areas of industrial and automotive marketing, developed and executed innovative business development plans and strategies. Possess business acumen in analyzing & understanding business requirements, customer-value maximization and developing new business processes & revenue streams.
- Developed a strong network of channel partners- dealers & distributors- for wider distribution and deeper penetration. Managed & lead teams for running successful process operations and experience of developing procedures, service standards for business excellence. Ability to manage multiple high-stakes initiatives in a global environment.

AREA OF EXPERTISE:

Strategy Planning:

- Strategizing long term business directions for major products by executing ground level strategies for achieving sales targets in line with organizational objectives. Setting Annual Targets & making business plan – Short term and long term.
- Analyzing latest marketing trends, capturing customer expectations, and building effective strategies for long term sustainable growth.

Business Development /Sales & Marketing:

- Identifying & developing new streams for long term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- Implementing competent strategies for boosting business with a view to penetrate new accounts and expand existing ones for meeting pre-determined business objectives & targets. Forecasting monthly/annual sales targets & driving sales initiatives to achieve business goals with an eye for top line and bottom-line growth and handling complete sales and product life cycle of a Product.

Channel Management:

- Developing & appointing new business partners to expand product reach in the market and working with the dealers / distributors to assist them in product Promotion. Identifying & networking with reliable dealers / channel partners resulting in deeper market penetration and improved market share.

Team Supervision:

- Providing necessary training to the sales force/ technical support teams regarding product presentation, institutional dealing and customer handling and effectively interfacing with people at all levels, managing healthy work environment and inculcating bonded teamwork with high work ethics.

Client Relationship Management:

- Interfacing with clients for ascertaining requirement, providing quick resolution of complaint through correspondence & coordination and maintaining relationships with them. Facilitating customer centric operations and ensuring satisfaction by creating and managing Customer centric Value chain stream.

PROFESSIONAL EXPERIANCE:**SNL BEARINGS LTD (since April 2018) AS SALES ENGINEERS (AFTERMARKET & OEM)**

SNL Bearings Ltd is the subsidiary company of NRB Bearings Ltd. Core Engineering Company with multiple manufacturing bay for needle roller bearings, cage bearings, needle roller, cage, polyamide cage bearings and machine development for automotive and industrial sector.

Highlights:

- Successful in identifying opportunities, making recommendations to Management and implementing solutions for sustaining business development functions.
- Successful in managing Aftermarket and OEM sales accounts and contributing to sustainable development of OEM Customers East Zone and North Zone business.
- Holds credit of managing aftermarket business accounts (Steel, Power, Mining, Aluminum, Food processing & Automotive) and chalking out detailed inventory and sales planning.
- Ensured SOB (Share of Business) target achievement of more than 80% (in Key accounts) in OEM accounts. Increased market Reach of SNL bearings Ltd. by Identifying & adding reliable dealers / channels.
- Responsible for creating “Credit Policy” for dealers / channel partners & ensuring on-time payment realization. Carried out Industrial promotional activities like steel caravans, tech-workshops, seminars & participating in exhibitions.
- Significantly:
 - Implemented project management strategies for better NPD coordination in the organization.
 - Evaluated competitive activity and business operations and determined recommendations to restructure the organization and to improve the company brand.

CONDOR FOOTWEAR INDIA LIMITED (Adani Group) (July2017 – April 2018)

Premier brand of India’s leading footwear manufacturer and exporter.

Business Development officer (East Region) (July 2017 – April 2018)

- Developed strong network of channel partners- dealers & distributors for wider distribution and Introduced ‘Credit Policy’ for dealers and ensured on-time payment.
- Established healthy business relations with the clients & external associates for securing repeat business & long-term customer loyalty and working towards solving their queries and complaints efficiently.
- Tracked competitor’s activities and provided valuable inputs for fine tuning sales & marketing strategies.
- Planned and conceptualized strategies to achieve business goals for sales aimed towards the growth in business volumes as well as profitability in order to achieve the set targets.

ACADEMIC PROFILE:

Degree/ Certificate	Qualification	Institute	Board/University	Year
Post- Graduation	MBA	IBS	ICFAI University, Dehradun	2017
Graduation	Bachelor's	Mithibai College	Mumbai University	2013
12 th .	A.I.S.S.C.E.	D.A.V. Public School, Hehal	C.B.S.E.	2010
10 th	A.I.S.S.E.	D.A.V. Public School, Hehal	C.B.S.E.	2008

PERSONAL DETAILS:

Date of Birth : 09/06/1992

Father's Name : Mr. Ashok

Sex : Male

Marital Status : Unmarried

Hobbies : Playing Cricket.

Date:

(ABHISHEK KUMAR)