**Nitin Asthana**  
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| **PROFILE SUMMARY** |

MBA with 15 plus year of progressive experience in Channel Management , Distribution Management , Business Development ,Customer Relationship , Product Management , Team Handling with full P&L responsibilities in highly competitive and challenging Industry segment of Electrical-Lighting , Low Voltage -UPS, IT Hardware distribution, Automobile Auto Ancillary & Semi FMCG industry with multi geographical exposure

* Demonstrated expertise in development & implementation of promotion plans and handling communication & integrated marcom
* Impressive business acumen, good relationship management, people management skills and adaptability to multi-cultural /geography situations

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| **ORGANIZATIONAL EXPERIENCE** |

* **Keselec Schreder Private Limited :Distribution Manager : Since Oct 2013**

*(Keselec Schréder is a member of The Schréder Group, Belgium. The organization aims to provide LED lighting solutions)*

**Key Result Area**

* Formulating and implementation of the distribution Policy & Process from scratch
* Identification, engagement, appointment & development of new channel Partners
* Driving Channel Empowerment Initiative organizing extensive product promotion campaign, In House Seminar at Consultants & Clients offices, product & Service training Sessions, lead sharing, joint visits etc.
* Marketing & Promotion & integrated Marcom activities, dealer meets, in shop & co branding activities, product incentive schemes etc.

**Significant Accomplishments**

* Dealer Meet & Dealer Product Training & Service Training Programs
* Successfully appointed 40 Project Partners PAN India
* Leadership Skills Workshop -“Good to Great Leadership”

**Key Initiatives**

* Project lead for new website & creative for the company
* **Su-kam Power Systems Limited Gurgaon: RM channel Sales: Apr 2013 to Sept 2013**

*(Su-kam is one of the leading player in the field of Inverters, Online UPS, Solar lighting & Batteries)*

**Key Result Areas**

* Spearheaded the channel business of entry level online UPS for the North & East India
* Supporting branch team in terms of product pricing, training, rolling out Schemes & offers
* Identifying potential & gaps in the existing network & enabling & developing the potential identified partners for the product sales

**Significant Accomplishments**

* Achieved highest volume No for 500 & 1000VA UPS for 2 months in PAN India
* **Socomec UPS India Private Limited : RM Channel Sales: Feb 2011 to 31st Mar 2013**

(A French MNC, is one of the leading international players in the field of low voltage electrical Switching, UPS & Inverter)

**Key Result Areas**

* Spearheaded the channel business of online UPS for the North & East India
* Identification ,appointment, developing & managing the business partner
* Market Development & Promotion Activities: Product launch, partner product & service training, joints events with the channel partners
* Managed sales & collection revenue including

**Significant Accomplishments**

* Successfully implemented the Business Partner program with 70% success rate
* Successfully appointed the Business Partners in West Bengal , Orissa , UP /UK , Chandigarh /J&K & Delhi & NCR
* **Ingram Micro India limited : Sept 2004 to Feb 2011**

*(Ingram Micro is No one IT Distribution Company across the globe and delivers technology related products)*

**Growth Path**

* *May 09 to Jan 11: Business Development Manager-Mumbai*
* *Aug 08 to Apr 09: Business Development Manager-Delhi & NCR*
* *Jul 07 to Jul 08: Sales Manager: Tele sales Manager-Delhi & NCR*
* *Jan 07 to Jun 07: Sales manager -Strategic Business Group-Delhi &NCR*
* *Sept 04 to Dec 06: Senior Associate - North India*

**Key Result Areas**

* Managed sales revenue of 45Cr per quarter with the help of 7 member sales team (including 2 pre sales support)
* Inventory planning , liquidation , Credit control & timely realization
* Organizing & participation in various product awareness & training program by the OEM's
* Implementing breadth initiative, identifying and sustaining key partner for each biz category

**Significant Accomplishments**

* Implemented & managed Tele sales Initiative for Delhi Region with 7 member team & driving business from 650 + retail partners
* 3 times awarded for the highest breadth initiative & Run Rate volume & revenue for product (IT Consumable & UPS) in single month
* Received the best Apple Champ & Branch award 2005
* Instrumental & responsible for successfully organized multiple product training program for channel partners continuously for more than 4 years
* **S-CCI India Private Limited : Aug 2001 to Sep 2004**

*(The company is engaged in manufacturing & marketing of radiator coolants, brake oil and car care products in technical collaboration with CCI Corporation Japan)*

**Growth Path**

* *Dec 2003 to Sep 2004 Area Manager –Channel Sales (MP/CG& Gujarat)*
* *Aug 2001 to 30th Nov 2003 Sr. Sales Executive –Corporate Sales (UP /UK & MP/CG)*

**Key Result Areas**

* Identified ,developed & managed distribution network comprising of C&F agent and several redistribution stockiest & extensive retailer across Madhya Pradesh/Chhattisgarh & Gujarat
* Managed sales revenue of 10 Cr. per qtr. across region with the help of 5 sales Exe & 5OSR's
* Marketing promotion activities include organizing partners meet , extensive on road service camps, mechanic engagement initiative ,garage campaigns promotional campaigns & schemes

**Significant Accomplishments**

* Within a span of one year company is been able to achieve both in terms of logistics revenue and gained market share of 65%
* In-depth geographical coverage for exploring the new market potential for expansion & business development –Orissa ,West Bengal & Maharashtra region
* **Today's writing Products Limited as Marketing Executive-Delhi & NCR : Oct 2000 to Jul 2001**

(The company is engaged in manufacturing & marketing of writing products a leader in the field)

**Key Result Areas**

* Responsible for sales through distributor channel & corporate sales
* Extensive retail counter coverage more than 700 plus counters for product placement ,brand promotion and communication of promotional schemes

**Significant Accomplishments**

* Successful implementation with 80% success strike rate of the channel promotional “Mangalsutra scheme” with more than 300 retail counters

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| ACADEMIC DETAILS |

* MBA (Full Time): Marketing & Finance from Department of Management Studies Kumauon University Nainital-2000
* B.Com: from Kanpur University 1996
* Computer Proficiency: DCA from National Institute of Multi Media Lucknow