

# **Nazeer Hussain**

Hyderabad | [shaiknhss@gmail.com](mailto:shaiknhss@gmail.com) | 9849205229 |

## **PROFESSIONAL SUMMARY**

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As a results-driven business leader with extensive experience in Sales & Marketing, I have consistently accelerated growth, expanded markets, and transformed operations across diverse industries such as consumer electronics, FMCG, and building products. With a proven track record at leading multinational companies like ACC, Havells, and Exide, I have led high-performance teams, optimized business processes, and delivered exceptional results in both B2B and B2C markets.

## **SKILLS**

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| • Sales Strategy & Execution             | Distribution Channel Optimization |
| • Sales Operations & Process Improvement | Sales Forecasting & Analysis      |
| • Brand Development & Marketing          | Cross-Functional Team Leadership  |
| • Competitive Market Analysis            | B2B/B2C Sales Development         |
| • Product Launch & Positioning           | Customer Acquisition & Retention  |
| • Revenue Growth & Market Expansion      | Customer Relationship Management  |

## **WORK EXPERIENCE**

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### **GM MODULAR PVT LTD, HYDERABAD**

**STATE HEAD - Sales & Marketing I** Oct 2023 – Sep 2024

- Spearheaded Sales and Marketing Initiatives for the GM brand, Driving growth of 25% across product range in Telangana state.
- Drove a 25% growth by expanding the Distributors, Direct Dealers and Project customers from 54 to 78 and achieved significant growth.
- Led and Empowered a team of Sales Professionals, providing expert guidance and support to ensure the attainment of ambitious Sales growth.
- Diagnosed barriers to business growth and crafted powerful strategies to overcome obstacles and drive the achievement of our business objectives.
- Monitored Market trends and Competitor activities, Adjusting Strategies proactively to drive higher volumes and stay ahead of the competition.
- Revolutionized business strategies and executed them at the optimal time and location across the state to ignite awareness, accelerate market penetration, and fuel business growth.

## **HAVELLS INDIA LTD. HYDERABAD**

**Asst General Manager** | Apr 2016 - Sep 2023

- Drove 300% growth in sales revenue from zero to 300lakhs, achieving the #1 position in South India and #3 nationwide.
- Strengthened B2B, retail and B2C channels, effectively amplifying brand presence and driving rapid business growth in Telangana state.
- Led the development of innovative sales and marketing strategies, positioning the brand as a market leader in its category.
- Maximized the network, B2B, retail, and B2C channels, amplifying brand presence across all markets to ignite rapid business growth.

## **EXIDE INDUSTRIES LTD. HYDERABAD**

**Area Sales Manager** | Jan 2015 - Mar 2016

- Increased market share by 65% and sales by 45% through the strategic relaunch of Exide Batteries.
- Targeted both OEM and consumer segments, successfully expanding Exide's footprint in the competitive battery market.
- Collaborated with distributors and dealers to optimize sales channels, improving revenue generation and customer satisfaction.

## **OTHER EXPERIENCE**

ACC Cement, Nagarjuna Fertilizers and Chemicals Ltd., Havells India Ltd. (Various Marketing Roles, 1996–2015)

- Delivered consistent revenue growth, strategic brand development, and successful market penetration across multiple product categories (cement, lighting, pipes, switches, batteries).
- Bringing a Wealth of Experience in sales & Marketing with a proven Track record in Driving growth across diverse sectors including Cement, Pipes, Consumer House wiring, Switches, Lighting and Batteries.

## **EDUCATION**

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**MBA - MARKETING** | Osmania University, Hyderabad | July 1993 – Mar 1995.

**BSC- Biology & Chemistry** | Osmania University, Hyderabad | June 1989 – Mar 1992.

## **ACHIEVEMENTS**

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- Voted among top Business Managers in Havells India Ltd for Consecutive years of 2017 to 2022 for Business Strategies, Brand Building, Network Expansion and Revenue Growth.
  - Awarded Best Marketing Officer for Higher revenue Growth in Nagarjuna Fertilizers and Chemicals Ltd.
  - Recognized as Best Manager for Brand Development and Growth at ACC.
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