

Somnath Mukherjee

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SUMMARY

A seasoned leader with over 15 years of experience in scaling businesses, optimizing revenue models, and driving startup growth. Demonstrated expertise in launching new markets, building agile teams, and fostering innovative go-to-market strategies. Passionate about driving lean operations, enhancing customer experience, and leveraging data-driven insights to maximize profitability. Skilled in establishing strategic partnerships and securing competitive market positioning. Seeking opportunities to fuel high-growth startups through strategic expansion and business model innovation.

EXPERIENCE

*Cars24, **City Head***

May 2020 - Present

- Spearheaded a 40% P&L optimization in 6 months, targeting 90% within the next quarter, by implementing strategic development plans and cross-functional collaboration.
- Developed and executed expansion strategies, successfully launching operations in new cities, enhancing market penetration and brand positioning.
- Leveraged data-driven decision-making to refine assortment planning, significantly improving NPS and customer retention, while fostering a culture of continuous learning and development.

*Reliance Jio Infocomm Ltd., **Deputy Manager Sales***

Oct 2018 - Apr 2020

- Managed revenue generation, sales, and distribution strategies for a high-growth branch, driving significant revenue growth.
- Drove innovative customer acquisition tactics, resulting in improved market share and enhanced customer retention.
- Implemented agile sales methodologies to accelerate revenue growth in competitive environments, achieving substantial market penetration.

*One97 Communications, **Manager***

Jun 2018 - Sep 2018

- Led rural market expansion across Howrah and Hooghly, optimizing digital payment adoption, enhancing market penetration by 60%.
- Developed and executed strategic partnerships with local vendors, driving penetration and increasing vendor collaboration by 75%.

*Reliance Jio Infocomm, **Deputy Manager***

Sep 2015 - Jun 2018

- Launched and scaled Jio's distribution network across key territories, driving adoption and enhancing market penetration.
- Optimized sales processes using data analytics to maximize efficiency and minimize costs, achieving substantial revenue growth.
- Implemented strategic sales methodologies, resulting in improved customer retention and satisfaction rates.

*Vodafone, **Distribution Area Manager***

Mar 2015 - Aug 2015

- Increased distribution coverage by 30% in six months, enhancing revenue streams.
- Strengthened strategic distributor relationships, boosting product availability by 20%.
- Leveraged market analytics to optimize sales funnel, leading to a 15% increase in conversions.

*Akzo Nobel India Limited, **Senior Sales Officer***

Dec 2013 - Mar 2015

- Expanded dealer network, increasing market reach by 52%.
- Launched new product initiatives, achieving a 28% growth in sales within the first quarter.

*BHARTI AIRTEL Ltd, **Senior Sales Executive***

Nov 2010 - Dec 2013

Led channel distribution and sales, optimizing go-to-market strategies.

TATA TELE SERVICES, CHANNEL SALES MANAGER

Jun 2009 - Nov 2010

- Developed business for Telecom products through distributor network, retailers, and 6 branded retails, increasing market penetration by 95%.
- Managed a team of 12 people across 2 distributors, enhancing team productivity and efficiency by 90%.
- Provided comprehensive product knowledge training, resulting in a ##% increase in sales performance and customer satisfaction.

EDUCATION

Calcutta University

B.Sc • 2005 - Present

LICENSES & CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate

SKILLS

Startups • Business Development • Sales Growth • Revenue & Profit Growth • Data-driven Decision Making • Customer Experience Management • Leadership • General Management • Sales Management • People Management