



GAURAV OMDUTT PATHAK

Contact: +91- 7487003682

E-Mail: gauravpathak1380@gmail.com

Marketing & Sales Professional

A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic, and improving search rankings, targeting assignments in Channel Sales and Marketing
Preferred Location: Vadodara/Ahmedabad

Academic Details	Profile Summary
<ul style="list-style-type: none">• B.Com. from Gujarat University (2002), Second Division• 12th from GHSEB, Gandhinagar, (1999), Third Division• 10th from GHSEB, Gandhinagar, (1997), Third Division	<ul style="list-style-type: none">• Marketing & Sales Professional with (21) years of experience of working with reputed corporates• Pivotal in organising brand / product promotions and new product launches for enhancing sales & revenue growth• Excellent at leading all aspects of operations from Strategy Planning, Business Development, Market /Competitor Analysis• Worked in close coordination with Channel Partners/ DSAs / Retailers for capturing optimum market share• Ensured stock availability & distribution and led the activation of trade schemes to maximize revenue growth & profitability• Customer-centric professional; focussed on delivering value-added services to all customers for improved customer satisfaction, repeat & referral business• Updated with the latest trends and techniques of marketing field, having an inborn quantitative aptitude & determined to carve a successful and satisfying career in the field of Sales & Marketing• Appreciated as The Best Manager (Leadership with Top Performer) 2005 & 2008
Core Competencies	
Channel Management /Distribution	
Sales & Marketing	
Product Promotions / Launch	
Territory Expansion & Growth	
Team Leadership / Trainings	
Sales Forecasting/Planning	
Client Relationship Management	

Organizational Experience

(September' 2024- Present)

VARBAL BATHWARE Gujarat & Rajasthan State.

Designation: State Head.

Role:

- Distributor & Team Management.
- Managing distribution, channel sales, Project Sales & primary sales
- Monitoring the development and appointment of distributors
- Devising & implementing sales & marketing strategies namely: planning & forecasting to improve product awareness and enhance business growth
- Administering channel development & distribution management entailing:
 - **Identifying and appointing reliable Channel Infrastructure** for deeper market penetration and reach
 - Building trust and relationship with distributors & retailers for ensuring overall trade satisfaction
- Planning & implementing promotional activities in the territory for visibility of brands
- Indulging in team management and **KRA achievement of the team**

(November 2019- August 2024)

Kriti Industries (India) Ltd.

Central Gujarat, South Gujarat, North Gujarat.

Designation: Area Sales Manager (ASM)

Role:

- Distributor & Team Management.
- Managing distribution, channel sales, Project Sales & primary sales
- Monitoring the development and appointment of distributors
- Devising & implementing sales & marketing strategies namely: planning & forecasting to improve product awareness and enhance business growth
- Administering channel development & distribution management entailing:
 - **Identifying and appointing reliable Channel Infrastructure** for deeper market penetration and reach
 - Building trust and relationship with distributors & retailers for ensuring overall trade satisfaction
- Planning & implementing promotional activities in the territory for visibility of brands
- Indulging in team management and **KRA achievement of the team**

(Jun 2014 - Oct. 2019)

Astral Poly Technik LTD.

Panchmahal, Central Gujarat, Bharuch District, Surat Out cat Area.

Designation: Level L2. (ASM)

Role:

- Managing distribution, channel sales & primary sales
- Monitoring the development and appointment of distributors
- Devising & implementing sales & marketing strategies namely: planning & forecasting to improve product awareness and enhance business growth
- Administering channel development & distribution management entailing:
 - **Identifying and appointing reliable Channel Infrastructure** for deeper market penetration and reach
 - Building trust and relationship with distributors & retailers for ensuring overall trade satisfaction
- Planning & implementing promotional activities in the territory for visibility of brands
- Indulging in team management and **KRA achievement of the team**

Finolex Industries Ltd. (Pipe Division)

As a Sales Executive.

From (September 2012 to April 2014)

- Managing the sales and marketing operations and accountable for increasing sales growth.
- Driving / achieving sales initiatives to achieve business goals & managing the secondary line.
- Conducting detailed market study to analyse the latest market trends and tracking competitor activities and providing valuable inputs for fine-tuning the selling and the marketing strategies.
- I am handling the Territory of Bharuch city & Dist.
- I am handling number one distributor in Finolex Company.
- I am doing highest plumber meet in six months.
- I am completed my six months dealer trip scheme in months of March. (Jodhpur)

(March2008 -August 2012)

Sun Mica Laminates India PVT. Ltd. Central Gujarat.

Designation: Sr. Executive – Marketing.

Role:

- Managing the distributors & dealers in central Gujarat region for Laminates
- Mainly deals with Builders, architects, interior designers & carpenters'
 - Focus on Corporate for bulk business
- Conducting detailed market study to analyze the latest market trends and tracking Competitor activities and providing valuable inputs for fine-tuning the selling and the marketing strategies.

- O Total Dealers Maintain by me is 200 almost.
- O Monitoring field activity of sales & service personal for business & customer Satisfaction. Also, monitoring office administration to fulfill their requirement & Providing healthy atmosphere to internal as well as external customer.

(Feb. 2003-Jan. 2008)

**HDFC Standard Life Insurance Co. Ltd (NADIAD)
DEVELOPMENT MANAGER)**

SOURCING:

- To identify potential advisors, conduct a business opportunity presentation and fulfil the joining formalities.

TRAINING:

- To ensure that the advisors complete the mandatory 100 hrs training. And responsible for all ongoing training inputs. And trained them to sell the various products of the company. Oversaw various activities entailing promotioning, training, sales operations, time management, etc.

DEVELOPMENT:

- Responsible to develop the team of advisors, and able to optimize their performance. Guiding the team of advisors to source good prospects close the business call and login the policy. Motivating them to achieve sales targets.
- Develop a team of **25** advisors and giving them product training and also giving them motivation for achieving the target.

ACHIEVEMENTS:

- Have completed annual sales target within given time frame in terms of business, recruitment and activation.
- Getting appraisal and promotion next month based on excellent performance for previous fiscal year.
- Was awarded shield and certificate for getting second highest position in the branch in terms of achieving sales target

Role:

- Managed channel sales & operations for promoting products, achieving business goals and increasing sales
- Appointed & managed all channel partners - Distributor, Direct Dealers and Retailers
- Directed Sales Promotion Activities like Meetings/Seminars/Scheme Planning & Implementation, to promote Servo Oil

Technical Skills

- MS Office & Other Basic Computer Knowledge

Personal Details

- Date of Birth: 02nd July 1980
- Languages Known: Hindi, Gujarati, English
- Address: GF/658, Vrindavan App. B/H Jalaram Dary
Gorwa ITI. Vadodara - 390016.