

GAURAV VIKRAM SINGH

AGM

Mobile: 9119998291   Email ID: gaurav\_gaviek@yahoo.com   Address: Lucknow, Utter-Pradesh

DOB: 1985-05-20

To obtain the Assistant General Manager position at NITCO and leverage extensive expertise in sales, team leadership, and business development to drive revenue growth, expand market share, and achieve company objectives. Proven ability to build and manage high-performing sales teams, cultivate strong customer relationships, and consistently exceed targets. Seeking to contribute to NITCO's continued success by implementing innovative sales strategies, fostering a culture of excellence, and maximizing profitability.

Professional Summary

- Managed sales and marketing operations across multiple states and regions in building materials and consumer goods industries for renowned brands like Berger Paints, H&R Johnson, USHA International, and Jubilant Consumer Products.
- Led and motivated regional sales teams to consistently achieve and exceed targets, ensuring efficient territory management and optimized resource allocation.
- Built and nurtured relationships with key stakeholders including dealers, distributors, architects, contractors, and influencers, driving sales growth and securing high-value projects.
- Successfully launched new products and implemented marketing campaigns, resulting in increased brand visibility, market penetration, and revenue generation.
- Successfully collaborated with cross-functional teams, including marketing, supply chain, and finance, to ensure seamless operations, timely deliveries, and optimal customer experience.
- Possess a proven track record of identifying new market opportunities, developing strategic sales plans, and penetrating new territories to expand market reach and capture market share.
- Adept at analyzing market trends, competitor activities, and customer insights to formulate effective sales strategies, optimize pricing, and capitalize on emerging opportunities.

Work Experience

Sr Manager   Oct 2022 - Present

Berger Paints India Limited

- As Sr. Manager at Berger Paints India Limited, responsible for driving sales growth, managing key accounts, and overseeing distribution networks. Conducted regular sales performance reviews, implemented strategic initiatives, provided ongoing training, and fostered team-building to cultivate a high-performing sales team.
- Managed a diverse portfolio of projects encompassing channel sales, team leadership, distribution network expansion, and project sales, resulting in substantial revenue generation and enhanced market penetration.
  - Successfully conceptualized and executed influencer marketing campaigns, generating brand awareness, enhancing brand visibility, and driving qualified leads.
  - Successfully launched new products in the market, devising and implementing go-to-market strategies that ensured smooth rollout, market penetration, and product adoption.
  - Collaborated effectively with architects, interior designers, civil contractors, and builders, converting project leads into successful sales and establishing strong relationships for future business opportunities.

Achievements:

- Implemented innovative sales strategies and streamlined distribution channels, contributing to significant revenue growth and market share gains within a short period.
- Developed and implemented best practices for sales hygiene, resulting in improved sales processes, enhanced sales force effectiveness, and increased productivity.

State HeadCorporate Business Development Head (UP & UK)   Aug 2021 - Oct 2022

Berger Paints India Limited

- As State Head of Corporate Business Development (UP & UK) at Berger Paints India Limited, spearheaded business growth strategies and led a team of professionals to achieve sales targets and expand market presence.
- Led a team of corporate business development professionals, providing guidance, coaching, and mentorship to drive revenue growth and achieve strategic objectives.
  - Successfully developed and executed strategies to penetrate the enterprise business segment, resulting in the acquisition and successful management of key government accounts, contributing significantly to revenue generation.
  - Implemented a robust customer relationship management (CRM) system to effectively track leads, opportunities, and customer interactions, leading to enhanced sales pipeline management and improved sales forecasting accuracy.

Technical Skills

|                      |       |
|----------------------|-------|
| Sales Management     | ●●●●● |
| Channel Sales        | ●●●●● |
| Team Management      | ●●●●● |
| Business Development | ●●●●○ |
| Distribution Network | ●●●●○ |
| CRM                  | ●●●●○ |
| Project Sales        | ●●●●○ |
| Influencer Marketing | ●●●●○ |
| Sales Training       | ●●●●○ |
| Market Analysis      | ●●●●○ |

Soft Skills

|                       |
|-----------------------|
| Communication         |
| Leadership            |
| Motivation            |
| Negotiation           |
| Problem-Solving       |
| Teamwork              |
| Adaptability          |
| Time Management       |
| Relationship Building |
| Analytical            |

Core Competencies

|                             |
|-----------------------------|
| Sales Leadership            |
| Relationship Management     |
| Market Development          |
| Team Performance Management |
| Strategic Sales Planning    |

Certifications

- Professional Diploma in Web designing and software engineering  
F-Tech, Allahabad, Utter-Pradesh

- Organized and conducted product presentations, influencer engagement activities, and regular review calls to build strong relationships and drive business conversions.

#### **Achievements:**

- Successfully onboarded and integrated new team members into the Corporate Business Development team, ensuring they were equipped with the necessary skills, knowledge, and resources to excel in their roles.
- Achieved a consistent track record of exceeding targets for lead generation, unique project conversions, and gross revenue generated through cross-functional collaboration.

### **Zonal Business Excellence Manager** Oct 2018 – Aug 2021

*H & R Johnson India Limited*

As Zonal Business Excellence Manager at H & R Johnson India Limited from October 2018 to August 2021, responsible for managing and overseeing the Business Excellence team, developing and implementing strategies to optimize sales force effectiveness, drive revenue growth, and enhance overall business operations.

- Led a team of Business Excellence Managers in implementing strategies and initiatives to enhance sales force capabilities, driving overall business growth and market share.
- Successfully developed and implemented a robust Route-to-Market (RTM) structure, encompassing distributor identification, onboarding, and performance management, leading to expanded market reach, improved product distribution, and enhanced customer satisfaction.
- Introduced and implemented a comprehensive sales enablement framework, leveraging tools such as Sales Force Automation (SFA) and Dealer Management Systems (DMS), resulting in increased sales team productivity, improved sales tracking, and enhanced reporting accuracy.
- Designed and delivered comprehensive training programs for various stakeholders, including Visual Area Sales Force (VASFs), Channel Heads (CHs), distributors, and retailers, equipping them with the necessary product knowledge, sales techniques, and customer service skills to excel in their roles.

#### **Achievements:**

- Successfully implemented a new product launch strategy, effectively training and educating sales teams, dealers, and retailers on new product offerings, features, and benefits, resulting in successful market penetration and increased sales revenue.
- Improved communication channels between the sales team and management, facilitating timely information dissemination, competitor activity updates, and the effective implementation of sales promotions and initiatives.

### **Sr SALES MANAGER U.P** Oct 2013 – Oct 2018

*USHA INTERNATIONAL LTD*

As Sr. Sales Manager for USHA International LTD in Western U.P. from October 2013 to October 2018, responsible for driving sales growth, managing key accounts, and implementing effective marketing strategies to enhance brand visibility and market share.

- Managed and led sales and marketing operations for USHA International in Western U.P., overseeing CRM implementation, Business Development Manager (BDM) coordination, and Local Area Sales (LAS) team management to achieve revenue goals and expand market presence.
- Successfully developed and executed brand launch strategies for new product lines, securing prime retail locations for brand shops, establishing Shop-in-Shop (SIS) partnerships, and appointing distributors and direct dealers to maximize market penetration.
- Conducted comprehensive market research and analysis, identifying growth opportunities within Western U.P.'s consumer durables sector, enabling strategic adjustments to sales strategies to capitalize on emerging market trends and consumer demands.
- Collaborated closely with architects, interior designers, and electrical contractors, securing product specifications for projects, ensuring product visibility at construction sites, and fostering key relationships leading to increased brand preference and successful project bids.

#### **Achievements:**

- Successfully implemented mall activation campaigns and conducted brand store performance assessments, resulting in increased brand visibility, positive brand perception among target audiences, and measurable boosts to product demand and sales within the region.
- Successfully managed and oversaw both internal and external ISO audits ensuring operational compliance with ISO standards, contributing to the company's overall commitment to quality and customer satisfaction.

### **AREA SALES MANAGER DELHI & NCR** May 2013 – Oct 2013

*JUBILANT CONSUMER PRODUCTS LTD.*

As Area Sales Manager for Jubilant Consumer Products LTD in Delhi & NCR, responsible for leading and managing the sales team, developing and executing regional sales strategies, and achieving sales objectives across all product categories.

- Managed and led a team of sales professionals covering the entire Delhi & NCR region for Jubilant Consumer Products LTD, focusing on driving sales growth, market share expansion, and achieving sales targets across various product categories.
- Successfully developed and executed promotional activities in collaboration with channel partners, ensuring brand alignment, maximizing campaign impact, and driving product visibility among target consumer segments.
- Collaborated effectively with the supply chain to streamline product distribution across the assigned region, ensuring timely deliveries to all distribution channel partners, minimizing stockouts, and maintaining optimal service levels.
- Identified, recruited, and onboarded new distributors within the Delhi & NCR region, successfully expanding the company's market reach, enhancing product availability, and penetrating new customer segments.

#### **Achievements:**

- Successfully implemented customer account management (CAM) strategies, strengthening customer relationships, ensuring customer retention, and maximizing sales potential across existing customer accounts.
- Developed and delivered comprehensive sales training programs for the sales team, improving product knowledge, enhancing sales skills, and equipping them with the necessary tools and strategies to effectively manage customer interactions, address objections, and drive sales closures.

### **Asst Manager (Chanel Sales) (Meerut, Hapur, Modi Nagar, Bulandshahr, Muzzafar Nagar)** Jan 2012 – May 2013

*Phillips Electronic India Ltd (Lighting)*

As Assistant Manager for Channel Sales at Philips Electronic India Ltd (Lighting) from January 2012 to May 2013, responsible for achieving sales targets, managing the distribution network, and implementing effective sales strategies across a designated territory.

- Managed sales and distribution of Philips lighting products across Meerut, Hapur, Modi Nagar, Bulandshahr, and Muzzafar Nagar, ensuring the effective implementation of sales strategies and exceeding sales targets through strong channel partner relationships.
- Successfully identified, appointed, and onboarded new multi-brand outlets (MBOs) across the assigned territory, significantly expanding retail penetration, boosting product visibility, and driving sales growth within the consumer lighting market.
- Developed and maintained strong relationships with key stakeholders in the channel partner network, addressing channel-specific issues promptly and efficiently, and ensuring smooth operations, effective communication, and a high level of partner satisfaction.
- Collaborated closely with channel partners to plan and execute targeted promotional activities and product launches, aligned with overall marketing objectives, to drive product demand, generate leads, and maximize market impact.

#### **Achievements:**

- Successfully identified and capitalized on untapped market opportunities within the assigned territory, resulting in significant sales expansion, exceeding revenue targets, and establishing a strong foothold for Philips lighting products among key customer segments.
- Leveraged a deep understanding of the local market dynamics and customer preferences to tailor sales and marketing initiatives, optimizing product placement, pricing strategies, and promotional campaigns to maximize market penetration and achieve sales targets.

### **Territory Sales Executive(Noida, Gr.Noida, Meerut, Agra, Allahabad, Lucknow, Gzhiabad, Sahibabad)** Feb

2010 - Jan 2012

*Phillip Morris International (Tobacco)*

As a Territory Sales Executive at Phillip Morris International from February 2010 to January 2012, responsible for managing sales and distribution across a large territory, implementing effective sales strategies, and building strong relationships with key accounts across the modern retail and Horeca channels.

- Managed sales and distribution of Phillip Morris International tobacco products across a large territory encompassing Noida, Greater Noida, Meerut, Agra, Allahabad, Lucknow, Ghaziabad, and Sahibabad, consistently meeting and exceeding sales targets.
- Developed and implemented strategic sales and marketing initiatives, including merchandising, brand activations, and promotional campaigns, to drive brand visibility, increase market share, and establish strong brand presence within both modern trade and Horeca channels.
- Successfully collaborated with the research department to understand market trends, consumer preferences, and competitive landscapes within the assigned territory, adapting sales strategies and maximizing opportunities for product placement, promotional activities, and new product introductions.
- Established and nurtured strong relationships with key stakeholders in both the modern retail and Horeca channels, building rapport with retailers, distributors, and venue owners to secure prominent product placement, facilitate smooth product distribution, and manage sales effectively.

#### **Achievements:**

- Successfully executed brand-building initiatives that resulted in increased brand awareness and enhanced brand perception among target consumer segments within the assigned territory.
- Successfully launched new products in the market, ensuring effective product placement, providing training to retail staff on product features and benefits, and building excitement and demand among consumers.

### **Sales Executive(South Delhi)** Apr 2008 - Feb 2010

*Pepsi CO.*

As a Sales Executive at Jai Drinks Ltd, a PepsiCo franchisee, responsible for managing sales and distribution operations within South Delhi, leading a team of sales professionals, merchandisers, and trainees to achieve sales goals and expand brand presence.

- Managed sales and distribution of PepsiCo products across the South Delhi region as part of Jai Drinks Ltd, overseeing a team of sales representatives, merchandisers, and trainees to achieve sales targets and expand market penetration within a highly competitive consumer goods market.
- Successfully collaborated with a network of two distributors and direct sales channels, including over 300 retail outlets and institutional accounts, to ensure product availability, optimize inventory management, and maximize product visibility at the point of sale.
- Developed and implemented effective merchandising strategies to enhance brand visibility, attract customer attention, and drive sales growth within retail stores, leveraging strong visual merchandising techniques and promotional materials to create appealing product displays and maximize brand impact.
- Successfully onboarded and trained new team members, equipping them with product knowledge, sales techniques, and effective communication skills to ensure seamless integration into the team, maximize their performance, and drive sales results within a short timeframe.

#### **Achievements:**

- Consistently achieved and exceeded sales and collection targets for the assigned region, demonstrating strong sales acumen, effective territory management skills, and a deep understanding of the local market dynamics to optimize sales performance and deliver exceptional results.
- Successfully coordinated with both PepsiCo's corporate office and the local market to ensure timely and seamless product delivery, minimizing stockouts, optimizing inventory management, and maintaining high levels of customer satisfaction.

## **Education**

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**MBA with Specialization in Marketing and Retail** (June 2006 - June 2008)

NIILM School of Business, New Delhi.

**Bachelor in Arts in Economics and English Lit** (July 2002 - July 2005)

University Of Allahabad, Allahabad, Uttar-Pradesh

## **Achievements**

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- Awarded 25% scholarship during MBA program for academic excellence.
- Secured 8th position in the Akhil Bharathiya Sanskrit Gyan Pariksha, demonstrating strong knowledge and competitive spirit.

## Hobbies

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Travel, Reading, Networking, Mentoring

## Languages

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English and Hindi

#PersonalDevelopment