**MUKUL KUMAR**



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**OBJECTIVE**

To exceed business and personal goals consistently set by leveraging expertise, market knowledge and skills and become a major contributor to the success of a progressive organization through a leadership role in Marketing, Business Development and Sales Management.

**PROFESSIONAL SYNOPSIS**

* Almost 25 **years** of **rich experience** in managing **Sales and Marketing operations** with focus on revenue growth and profit maximization of the organization.

## Competent in assessing competition and implementing effective solutions that meet customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat and referral business.

## A keen planner & true believer in teamwork with expertise in establishing & managing sales operations with key focus on ensuring optimal utilization of resources.

**Core Competencies:**

Excellent Communication, Business Planning, Digital Marketing, Sales Management, Business Development, Sales Promotions, Brand Building, Team Administration.

**ORGANISATIONAL EXPERIENCE**

**Currently working with Paperbyte Pvt Ltd, NOIDA as Senior Business Development Manager .**

**Previously Worked with HOWKINS COOKERS LTD.(2yrs), P & G(2yrs), VIKAS PUBLISHING HOUSE PVT LTD(10yrs), Ratna Sagar PVT LTD(5yrs), Orient Blackswan PVT LTD(4yrs) and Blueprint Education(4 yrs) at different levels.**

**JOB PROFILE**

* Responsible for operational readiness of new centre roll-out in the region.
* Create action plans, set and manage goals, delegate tasks, and track metrics.
* Develop and implement Marketing Plans with focus on improving sales efficiencies, launching of new programs, and other local promotional activities.
* **Meeting sales targets.**
* **Developing new business opportunities.**
* **Negotiating sales, prices, contracts and payments.**
* **Promotion of new products and special deals.**
* **Advising clients on technical queries relating to products, installations and relevant upgrades.**
* **Developing strategic sales plans and effective sales pitches.**
* **Maintaining contracts with existing clients.**
* **Providing intelligence to Head Office on competition, product feedback, market trends etc.**
* Responsible for operational efficiency & service delivery.
* Next level point of contact for any escalation from parents (customers).
* Analyze the financial health of each centre in the region and motivate / coach the cluster team(s) to move in the direction of revenue growth.
* Personal Attributes:
* Excellent Communication Skills both written & verbal; Service & Solution mind set;
* Self driven personality & team player; Pleasing personality with a flair to connect with people high on Value & work Ethics; Work with high career values;
* Willing to travel (be on field 75% of the time)
* Understands financial management, planning, prioritizing, and supervising others
* Demonstrates sound judgment, good problem-solving skills, and effective decision-making abilities.
* Develop and implement Marketing Plans with focus on improving sales efficiencies, launching of new programs, and other local promotional activities.

**EDUCATION:**

**Master of Business Administration (MBA) from L N MISHRA INSTITUTE OF ECONOMIC DEVELOPMENT AND SOCIAL CHANGE (SPECIALISATION IN MARKETING), PATNA.**

**PERSONAL DETAILS**

Date of Birth : 1st OCTOBER 1966

Correspondence Address : 544/1 HOUSEFED COMPLEX, PAKHOWAL ROAD, LUDHIANA-

 141013

Permanent Address : Same as above

Marital Status : Married

Hobby : Travelling and Reading Sound Literature

Passport : Yes

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