

Vishal Gourav

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Seeking a Sales & Marketing assignment with an organization of repute, preferably in Building Material industry at a supervisory/ managerial level.

SUMMARY:

- ✓ A seasoned professional with around **15 years** of experience in successfully achieving revenue, profit and business growth.
- ✓ Currently associated with UltraTech Cement Limited Noida, as Assistant Officer. Highly successful in building relationships with upper-level decision makers and business partners.
- ✓ A marketing professional with **MBA** from Teerthankar Mahavir Institute of Management and Technology, Moradabad.
- ✓ Hands on experience in **Strategic Planning Cell of Sales & Marketing dept.**
- ✓ Extensive experience in setting up and managing business operations, which require deep understanding of critical business drivers in multiple markets and industries.
- ✓ High-energy, results-oriented leader enthusiastically meeting deadlines and managing team to work in sync with the organizational set parameters & motivating them for achieving business and individual goals.

AREAS OF EXPERTISE:

Sales & Marketing	Business Development	Effective business negotiations
Distribution/Channel Management	Team Management	Product Management
Key Account Management	Competitor Analysis	Back Office Operations

PROFESSIONAL EXPERIENCE:

UltraTech Cement Limited, Noida

July 19' - Till date

Assistant Officer: -Sales Operation & MIS

Key Areas of Work	Supporting Actions
Assistance in Planning & Budgeting	<ul style="list-style-type: none">✓ Co-ordinate with Accounts for finalization of element wise NCR✓ Provide inputs for P&B w.r.t. forecasting of projected sales (Region / District / Brand / Product mix wise)✓ Prepare the presentations for P&B meeting on all the P & B parameters✓ Work out the demand and supply gap for the Zone
Competition analysis	<ul style="list-style-type: none">✓ Collate Depot Wise Sales volume & Prices and analyze the market trends along with competition on a weekly / monthly / quarterly basis✓ Analyze the data (Sales, Market share, Market mix, Price positioning etc.) of competitors vis-à-vis UltraTech & look for co-relation / variances and analyse the reasons for variance✓ Highlight key / innovative competition practices✓ Share competition intelligence / analysis report with ZH-S&M at periodic intervals

Key Areas of Work	Supporting Actions
Dealers target and performance	<ul style="list-style-type: none"> ✓ Collate data from each Region regarding off-take of each dealer in the previous quarter / year, analyze performance of dealer & recommend the targets on growth basis ✓ Collect data in respect of dealers target Vs. actual lifting & calculate target incentive as per prescribed norms ✓ Analyze the reasons for variances in terms of Actual off-take vs. Target and submit the report to RH-S&M and ZH-S&M ✓ Prepare and present channel as well as customer profitability reports
Performance analysis / Sales analytics	<ul style="list-style-type: none"> ✓ Collate the performance data (Sales volume, Revenue, Product mix, NCR etc.) of Regions / Depots / Dealers / Retailers, analyse performance parameters and highlight variances against Sales plan ✓ Compare the Sales figures of Target Vs Actual Vs P&B, and do the Product / Segment / Region wise detailed analysis ✓ Monitor inventory for distribution mix ✓ Analyze the Trade dispersion in core market ✓ Analyze trade spend and report variance ✓ Compare NCR figures, Target Vs. Actuals

Star Cement Limited, Guwahati, Assam

Sep07' - June'19

Assistant Manager:-Sales Operation& MIS

Role:

- ✓ Responsible for generating business with existing and new clients/contractors; achieving sales and collection targets.
- ✓ Tracking and following up of sales leads & also managing customer orders, liaison with commercial/application teams.
- ✓ Resolving customer issues and escalates issues if required
- ✓ Preparing & analyzing competitor's movement reports of cement arrival, price, scheme etc.
- ✓ Responsible for monitoring market competition, analyzing market survey reports and deriving summary as per requirement.

New Initiative:

- ✓ *Market Study of New Area – key factor analysis.*
- ✓ *Online Price Portal System for the Sales Team.*
- ✓ *Project on Database Management System.*
- ✓ *Coordination for the project of TABLU*
- ✓ *Coordination for the project of Loyalty Rewards Recognition*

Current Project:

*EMOVE Sales Force Automation for Sales Team/Branding Team/Technical Team.
(Initiative: Idea: Data Analysis: Data Compilation: Manage to Running Operation.*

Sales Executive - Sep 11' – Sep 14'

- ✓ To visit & handled the Dealer & Retailer and Reporting to Area Sales Manager (Marketing)
- ✓ To enhance the distribution channel like as make new dealer & retailers, maintain the stock.
- ✓ The product of the organization. To search out the new constructed site.
- ✓ Managed customer centric operations and ensuring customer satisfaction by achieving delivery & service quality norms

Sales Officer - Sep 07' – Sep 11'

- ✓ Team work and team contribution plan on the month opening.
- ✓ Communicating with regional sales team for status of order and position of sales.
- ✓ Providing inputs and ideas into marketing enterprises and subsequently promote them and monitor
- ✓ Responses. Updating the status of sales order in the database or computer. Preparing proposals agreements, sales reports, and presentations

Airtel, Moradabad, U.P.

Jun'06 – Aug'07

Team Leader

- ✓ Responsible for controlling and administration of company owned retail showrooms.
- ✓ Maintained and handled the sales team in the region; responsible for maximizing the sales.
- ✓ Monitored the sales team to meet organizational goals and implemented key performance indicators /building blocks for achieving sales targets.

ACADEMIC PROJECTS:

- ✓ MBA in Marketing from Teerthankar Mahavir Institute of Management and Technology, Moradabad under Lucknow University in 1st div, in 2006
- ✓ B.Com from Rohilkhand University in 2nd div, in 2004

IT SKILLS:

- ✓ Operating Systems: Windows 98, 2000 and XP
- ✓ Software Skills: MS Office & SAP/Matrix ERP

PERSONAL DETAILS:

- ✓ Date of birth : 31st May, 1984
- ✓ Marital Status : Married
- ✓ Languages known : English & Hindi
- ✓ Passport No. : R2190205