

# Ron Prodhan

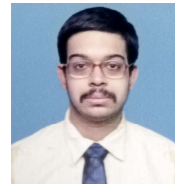
Experience in channel sales, business development and handling distribution centre operations for Spare Parts segment. Work areas have included network management, last mile and reverse logistics and team management.

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Birth Date - 07 January, 1995

Address - 14A, Shri Hari Napara Lane, Shibpur, Howrah(Kolkata)-711102, West Bengal, India.



## KEY SKILLS

Channel Sales and Direct Sales	Managing the wholesale and retail network across the state of Odisha. Achieved 90% revenue growth in sales via teams.
Business Development	Successfully converted retailers into wholesalers by appointing sub dealers. Carried out network expansion for the first time in two years.
Service Support	Responsible for processing warranty issues, credits and refunds for all dealers.
Team Management	Managed a 100 plus layered team for direct sales in Kolkata.
Operations and Logistics	Managing last mile delivery and reverse logistics across Odisha. Responsibility areas included maintaining stocks, in/outbound, coordinating deliveries and collections.
KPI Dashboards & MIS	Managed MIS for zonal and regional level business operations for Oyo Rooms.

## WORK EXPERIENCE

### **Godrej and Boyce Mfg. Co. Ltd. (Godrej Appliance Spare Parts) Trainee (Sales & Operations)**

September 9, 2019 to July 27, 2020

My key responsibility areas included end to end management of Godrej Appliance Spare Parts sales and distribution across the entire state of Odisha. I have been extensively involved in building new retail network and strengthening the existing network. Post sales services like processing of warranties, collections and refunds were also a part of my KRA.

My job role also involved extensive management of fulfillment center operations, specifically stock management, last mile logistics and reverse logistics. I have been actively involved in planning and scheduling loads and coordination with internal and external stakeholders with respect to deliveries and collections.

My key achievements include generating more than 90% growth in revenue through direct sales. I had carried this out via 100 plus personnel of more than 15 business partners in Kolkata.

### **OYO Rooms**

#### **Business Analyst Intern**

June 18 to August 18, 2018

Creating, managing and maintaining KPI Dashboards for zonal and regional level business operations. Additionally coordinated branding and supply operations for West Bengal, Sikkim and Andaman and Nicobar islands.

## QUALIFICATIONS

### **Master of Business Administration (Marketing Management)**

2017-2019

from Bharatiya Vidya Bhavan's Institute of Management Science under Maulana Abul Kalam Azad University Of Technology and secured **8.35 DGPA (76.00%)**

### **Bachelor of Technology (Electronics & Communication Engineering)**

2013-2017

from Institute of Engineering and Management under Maulana Abul Kalam Azad University Of Technology and secured **8.52 DGPA (77.70%)**

### **Higher Secondary (Class 12)**

2012-2013

from the Council For The Indian School Certificate Examinations (ISCE) and secured **92.00%(aggr.)**

### **Matriculation (Class 10)**

2010-2011

from the Council For The Indian School Certificate Examinations (ICSE) and secured **90.43%(aggr.)**