



VISHAL KATHURIA

Sales & Business Development || Key Account Management || Marketing ||

Result-oriented professional offering 20 years of rich experience and year-on-year success in achieving business growth objectives.

✉ vishal_kathuria1@hotmail.com / vkathuria174@gmail.com

📞 +91 7042264817



Profile Summary

Excelled in driving new business through key accounts and establishing strategic partnerships to increase revenues while working in large corporate. Rich expertise in Distribution Management, Revenue Expansion, Techno- commercial Negotiations and Liaison Work. Leverages skills in overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethics and irreproachable integrity.

Possess proven capabilities in administering PAN India sales & marketing operations with a focus on achieving the pre-defined sales target and growth. Pivotal in managing & executing various promotional activities, giving demos and leading key accounts & escalating business, profitability & market coverage. Effective leader with excellent motivational skills to sustain growth momentum while motivating peak performances.



Education

PGDBA (Marketing) from Symbiosis Centre for Distance Learning, Pune in 2005.

B.E. (Mechanical Engineering) from Career Institute of Technology & Management, Faridabad affiliated to M.D University, Haryana in 2001 with 72% marks (Honors).



Trainings Attended

- ▶ 1 month Training on Basic Pneumatics / Electro Pneumatics
- ▶ 1 Week Course on HVAC & R from ISHRAE
- ▶ 1 Week Training on Sales Advantages from Dale Carnegie
- ▶ 3 days Technical Training on PLC at Mitsubishi Technical Training Centre, Gurgaon



IT Skills

- ▶ MS Office, AutoCAD, C, C++, ERP/ SAP & Internet Applications



Soft Skills



Personal Details

Date of Birth: 14th December 1978

Languages Known: Hindi & English

Address: Orange Drive-63, 1st Floor, Malibu Towne, Gurgaon 122018



Area of Excellence

Industrial Sales & Marketing



Market & Competitive Analysis



New Customers Generation



Network & Relationship Building



Customer Relationship Management



Business Development



Product Positioning



Strategic Alliances



Contract Negotiations



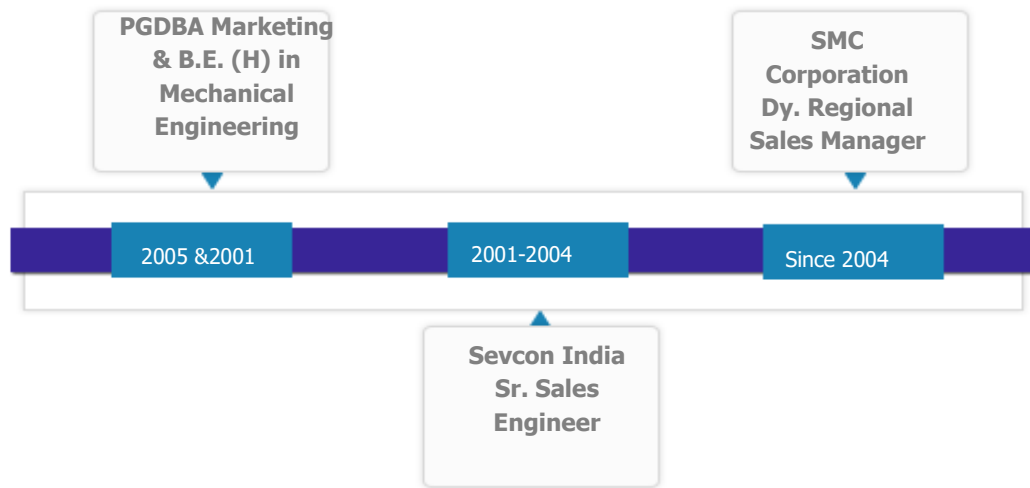
Channel Management



Key Account Management



Timeline



Work Experience

Feb'04 till date SMC Corporation (India) Pvt. Ltd., Gurgaon as Dy. Regional Sales Manager

Products: Industrial Products (Pneumatics/Hydraulic /Electric Actuators, Sensors & Switches , Control Valves, Vacuum Equipments, Air Preparation & Temperature Control Equipments, Static Neutralization Equipments)

Growth Path

Feb'04 - Mar'06	Sr. Sales Engineer
Apr'06 - Mar'08	Junior Area Sales Manager
Apr'08 – Mar'10	Junior Regional Sales Manager
Apr'10 – Mar'12	Asst. Area Sales Manager
Apr'12 – Mar'14	Asst. Regional Sales Manager
Apr'14 – Mar'17	Dy. Area Sales Manager
Apr'17 - Till date	Dy. Regional Sales Manager

Role Leading a team of 8 no. Engineers along with handling of Strategic Key Accounts with full liability of all Sales & Marketing activities in the territories of Gurgaon & NCR (Direct and Distribution sales).

Key Accountabilities

- ▶ Deliver year on year growth in margin, orders, and revenue for the assigned territory in order to meet both annual and long term growth expectations.
- ▶ Develop and sustain long term customer relationships, establishing these relationships while engaging customers at all levels of the customer organization including senior level managers.
- ▶ Develop, own and lead the deployment of growth / maintain / manage strategies for the assigned territory.
- ▶ New client acquisition, Interaction with existing clients for application engineering/ value based engineering, technical support and product presentations.
- ▶ Responsible for training team members, setting strategy and monitoring progress towards goals.

Significant Achievements

- ▶ Expertise on Competitor customer conversion & implementation of relationship building strategies resulted in 20-25% of additional revenue generation year on year.
- ▶ Mapped new markets of Cement, steel & Pharma and worked towards the achievement of company goals, thereby bringing in more than INR 150 Lakhs worth additional revenue.
- ▶ Successfully implemented brand specifications with End users, OEM's & system Integrators.
- ▶ Expanded sales by 15% and market share by 20% through the introduction of new products and energy saving products.

Jun'01-Jan'04

Sevcon India Pvt. Ltd., New Delhi as Sr. Sales Engineer

Products:

Capital Equipment's (Pumps, Motors, Variable Frequency Drives, Control valves)

Key Accountabilities

- ▶ Sales targets achievement in Northern and western region along with growth in profit margin and revenue of organization.
- ▶ Interaction with the HVAC consultants, contractors & architects for new enquiries generation & approvals related to the upcoming projects.
- ▶ Requirement generation of products by meeting prospective clients & consultants.
- ▶ Quotations submission & managing all the operations till execution & completion of project.
- ▶ Develop and sustain long term customer relationships with consultants / contractors & customers at all levels.

Significant Achievements

- ▶ Transformed underperforming operations in Zone that augmented revenue increases from 15-20% consistently by implementing new market strategies
- ▶ Expanded sales by more than 20% by implementation of CRM activities with consultants / contractors & customers at all levels and achieved the annual sales target.
- ▶ Improved customer satisfaction, sales team performance and overall sales by organizing training seminars / demo.