**NITIN PATHAK**

**Address: 759/85, Flat No2, Suma Heritage, Bhandarkar Road, Deccan, Pune 411004  
Contact: +91-**8390892323**, +91-20-25667415, E-mail:** nspathak@outlook.com**, Skype:** nitinp34

**PROFILE SUMMARY**

* A result-oriented professional with 27 years’ experience in Marketing /Sales& Business Development.
* Assists sales personnel in establishing personal contact and rapport with top echelon decision-makers.
* Skilled in the development of the annual marketing plan, specifically advising on realistic forecasts for each product and territory realistic costs of operating the sales force; and sales promotion program plans.
* Responsible for obtaining profitable results through the sales team by developing the team through motivation, counselling, skills development and product knowledge development.

**AREA OF EXPERTISE/SKILLS**

Communication Skills; Retail Management; Dealer Management; Leadership & Management; Supply & Chain Distribution; Administration Skills; Judgement & Decision Making; Budgeting & Forecasting; Customer Relations; Customer Services; Customer Support; Procurements; Conflict Resolution; Liaison; Product launch; New Product Development Facility Management.

**Academics**

* MBA Marketing Management - University of Poona. Aug 1990.
* Bachelor of Science - Physics  & Electronics -Marathwada University. June 1988.

**Strategic Planning**

* Developed corporate and subsidiary strategic business plans through analysis of market opportunities, business trends, competitive information and regulatory changes.
* Prepare material to support internal corporate growth by prioritizing initiatives and activities as well as address competitive pressures and business challenges.
* Designing & implementing periodic and competitive business plans and strategies for achieving increased growth & bottom-line profitability and initiating business development efforts.
* Establishing short / long term budgets in tune with the corporate strategies for achieving business targets.
* Analysing & reviewing the market response/ requirements and communicating the same to the sales teams for accomplishment of the business goals.
* Identify, conduct research of, and interact with potential acquisition and strategic alliance partners to fit with the Company.

**Channel Management**

* Evaluating performance of dealer’s sales & marketing activities & doing promotion planning.
* Assessment & Appointment of Exclusive non Exclusive Dealers & Distributors Network. Focused on Maintaining and Growing market share, Addressability, reach and Market penetration.
* Handling dealers on a daily basis as per the company norms, monitoring potential distributors for smooth distribution of sales & marketing activities. Identifying and appointing dealers / distributor, establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration. Focus on Channel Expansion and go to market Strategy.

**Business Development**

* Forecasting monthly/annual sales targets and executing them in a given time frame.
* Planning & scheduling individual/ team assignments to achieve the pre-set goals within stipulated time parameters.
* Conducting extensive market research to analyse and assess market potential, tracking competitor activities for providing valuable inputs for new product development.
* Planning, organizing and implementing innovative sales promotion programs improve the product awareness and brand visibility.

**Key Account Management**

* Interfacing with clients for understanding their requirements & suggesting the most viable solutions / products and cultivating relations with them for customer retention & securing repeat business.
* Analysing the client’s needs in detail and accordingly suggesting investment options. .Ensuring high level of customer service in the branch and managing difficult customer situations.

**Organizational Experience Mar’2005 –Jul’2019: Elektror as Country Manager**

* Initiated and Started Liaison office in India for entire domestic operations & Marketing network across the Country.
* Researched PAN India thoroughly to adapt sales strategies accordingly.
* Devised promotional and advertising plans to enhance product positioning and global brand marketing development.
* Maintained and expanded customer base by counselling 11 sales representatives, building and maintaining rapport with customers and identifying new customer opportunities.
* Recommended new Product lines by surveying consumer needs and trends and tracking competitors.
* Expanded client base 22 % by setting up in-person meetings in marketing decision-makers and agencies.
* Gathered information on competitor activities and market trends to enhance strategic decision-making.
* Recruited, trained and coached 11 - member team to support company growth.
* Accomplished Growth of 22% in last two years & successfully achieved the turnover of 2090000.00 Euros.
* Preparation and approval of annual budget and presentation of the same at H.O (Ostfildern – Germany) twice in a year.
* Accelerated Sales across Pan India and Asia Pacific region.
* Achieved and commissioned over 1500 blowers across PAN India.
* Boosted new markets for High-Pressure blowers in Southern, Western & North India.
* Developed and maintained a network of global contacts with companies from the Asia Pacific region.
* Represented for Asia Pacific Region in Global Exhibition for Industrial Products in Düsseldorf.
* Negotiated, guided the sales team, and Global marketing team for proposals (RFPs and RFIs
* Responsible and authorized for Taxation, Banking and Legal procedures in India as per the Government laws.
* Adept in the development of Sales Presentations, Ads, Technical brochures, Digital Marketing, Web material and E-Commerce.

**May’2001 – Feb’2005: IEC Air Tools as Marketing Manager**

* Preparing Annual Budget for Pneumatic & DC tools, Compiled product, market and customer data to forecast accurate sales and profit projections.
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* Achieved 35% growth, launched DC tools.
* Negotiated and Signed rate contracts with TATA Motors.
* Initiated and facilitated first in house Service station in TATA Motors for repairs of Pneumatic tools.
* Raised sales Volume from 6 Cr to 61.5 Cr. Accomplished 35% growth in Maharashtra state for Pneumatic tools.
* Played a pivotal role in launching low weight tools in the Pneumatic segment.
* Launched DC tools in Jamshedpur, Kolkata, and New Delhi, achieved growth of 26% in two years.
* Maintained ISO procedure and ISO implementation for the department.
* Consulted with product development teams to enhance products based on customer data.
* Developed creative sales tools, including presentations, trend reports, kitted assets, and product datasheets.
* Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
* Developed innovative and targeted collateral to support overall branding objectives

**Feb’1996 – Mar’2001: Garware Wall Ropes Limited as Product Manager**

* Preparing Annual budgets for Mooring and Industrial Ropes on PAN basis.
* Achieved targets through branches and sales force.
* Supervised and managed all India sales with a team of 62 people.
* Achieved growth in sales all India by 32% in Industrial Ropes and 33 % in Mooring Ropes.
* Negotiated and Signed Rate contracts from Chowghule Shipping & SCI for three years order worth 36 Cr. & 56 Cr.
* Played a pivotal role in changing the packaging design for Transport Rope segments and Industrial Slings.
* Consulted with product development teams to enhance products based on customer data.
* Monitored market trends and competitor performance and analyzed gaps to update promotional strategies and maximize sales.
* Defined and analyzed metrics to measure product performance.
* Reviewed sales, customer concerns and new opportunities to drive business strategy at weekly planning sessions.

**May’1993 – Feb’1996: Associated Capsules Limited as Assistant Manager**

* Developed high-impact strategies to target new business opportunities and markets.
* Launched PVDC films for packaging in Major Pharma companies.
* Increased turnover by 26% in two years.
* Actively participated in Pharma Exhibition for packaging in Chandigarh.
* New Product launch of PVDC in the Northern & Southern Region

**April 1991 – April ’1993: The Supreme Industries Limited as Sales Executive**

* Initiated launching of the product PVC & EPS across the Country.
* Product launch of PVC/MLS/HDPE/EPS Films in Maharashtra, Gujarat, Delhi, Karnataka, Tamil Nadu & Goa.
* Initiated Rate contract order worth 1 cr. From Western Railway.

**August’ 1990 – Apr’1991: Arvind Mills as Management Trainee**

* Marketing of Denim (Flying Machine brand) ready to wear apparels, in the State of Maharashtra.
* Effectively appointed dealers in the region of the western suburb of Mumbai, and rest of Maharashtra State.
* Contributed to the success of over 50 dealers across the state by advising them on product selection, merchandising strategies.

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