**Sushil Kumar**

**E-mail**: sushil\_yadav021@yahoo.com, **Mobile**: +91-9999556249

Objective

#### To secure a position in the corporate sector where I can apply my creative marketing skills and experience and be part of a team that helps to achieve the organization success.

**Professional Profile**

Brand Launch with 10 years experience in Sales & marketing, Channel Sales management, Business development, key account management with FMCG industry.

1 year experience in plant operations & procurement with metals industry.

Presently working with a reputed **metals recycling** Company as Assistant Manager in **Senegal (West Africa.**

Gathered experience at managing and creating a network of distribution and develop strategies for the sales operations & activities to create brand awareness in the market and Responsible for the availability of stock & Developing Distribution network.

**Professional Experience and Responsibility**

**GRAVITA INDIA LTD.**

**Designation: -** Assistant Manager.

**Department**:- Plant Operations & procurement

**Duration: -** Since Jan-2018 to till date.

**Industry:-** Mining & Metals .

**Key responsibility area:-**

 Handling team of 5 field procurement executive in **SENEGAL (West Africa).**

 Negotiate best deals with suppliers.

 Procurement of battery scarp in time to ensure uninterrupted production.

 Coordinate with plants and full fill all the official requirements.

 Prepare plant wise monthly presentation and show to top management.

 Coordinate with shipping lines for all process container booking to original bill of landing collection.

Prepare target V/s achievement report daily bases

Budgets are prepared, analyzed and presented for HO approval.

Develop and administer credit policies for suppliers and ensure timely collections.

Coordinate with banks & HO(INDIA) for timely funds arrangement.

Coordinate with custom house of Senegal for transit documentation of shipping containers like FORM A, custom declaration & ORBUS .

Maintain healthy relationship with the environment ministry and other government authorities for acquiring approval at the proper time.

**Notable achievements:-**

* **Procure highest battery scarp within company target price.**
* **Improve quality of battery scarp as per company standards.**

**MTR FOODS PRIVATE LIMITED**

**Designation: -** KEY ACCOUNT EXECUTIVE.

**Department**:- Sales & Marketing

**Duration: -** Since April-2016 to till date.

**Industry:-** FMCG

**Product:-** READY TO EAT FOODS,INSTANT MIXES,MASALA & BEVERAGES.

**Key responsibility area:-**

 Handling team of 10 Sales Representative & 10 Stockiest in Delhi/NCR.

 Negotiate contracts with key stakeholders.

 Develop Sales promotion plans for delivering sales volumes.

Develop and administer credit policies and ensure timely collections.

Plan/execute/support local marketing activities, such as sampling/promotions, to agreed budgets and time scales, and integrating sales efforts with other organized marketing activities, product launches and promotions.

 Manage customer contact activity and programs for HORECA.

Responsible for channel hygiene and system implementation.

Sales forecasting for smooth production support.

Build positive and impacting relationships with key stakeholders and channel partners within the framework of company policies.

Expand distribution and new account acquisitions in the assigned geographic area through effective market analysis.

Responsible for maintaining quality standards as per Orkla standards in HORECA and other channels.

**Notable achievements:-**

* **Won Face Of The Quarter Award For Most Outstanding & Inspirational performance of the**

**2nd Quarter for the year 2016.**

**MTR FOODS PRIVATE LIMITED**

**Designation: -** Area Sales Officer

**Duration: -** Since Jan.2013 to April.2016.

**Product:-** READY TO EAT FOODS,INSTANT MIXES,MASALA

**Key responsibility area:-**

* Handle team of 1 GST, 6 Sales Representative,1 merchandiser & 5 Stockiest.
* Handle Channel Sales.
* Ensuring product distribution and company systems are in place, sales men training, developing and maintaining good relation with key accounts, setting targets for sales men and distributors.
* Managing the sales network of Stockiest & Salesmen.
* Weekly and monthly revision of set targets and overall sales growth in the area.
* Planning and monitoring targets / priorities and territory, town coverage.
* Analyzing market trends, sales performance through channels and other critical trends.
* Planning, organizing and implementing sales programs and strategies to improve the product awareness and brand visibility.
* Evaluating performance & monitoring distributor sales and marketing activities
* Assisting the channel partners to meet their business targets and achieve profitable ROI.
* Devising trade promotion schemes within the allocated budgets.

**Notable achievements:-**

* **The management of company promoted as KEY ACCOUNTS EXECUTIVE with effect from 1 MAY 2016.**
* **Won MTR Excellence award for the special initiative taken towards Local Activation in North Zone for the year 2015.**
* **Won MTR Excellence award for the special initiative taken towards efficient Month End Billing in North Zone for the year 2015.**
* **Won MTR Excellence award for the special initiative taken towards efficient Month NPD Focus in North Zone for the year 2015.**
* **Won Face Of The Quarter Award For Most Outstanding & Inspirational performance of the**

**1st Quarter for the year 2015.**

* **Won NATIONAL STAR HERO AWARD for achieving the highest Annual Targets for**

**The year 2014.**

* **WON STAR HERO AWARD for achieving the highest 1ST Quarter Targets for the year 2014.**

Prior Experience

**Parle Biscuit Pvt. Ltd.**

**Designation: -** Sales Officer

**Duration: -** Since Sep. 2010 to Jan.2013

**Key responsibility area:-**

* Handle Channel Sales.
* Ensuring product distribution and company systems are in place, sales men training, developing and maintaining good relation with key accounts, setting targets for sales men and distributors.
* Managing the sales network of Stockiest & Salesmen.
* Weekly and monthly revision of set targets and overall sales growth in the area.
* Planning and monitoring targets / priorities and territory, town coverage.
* Analyzing market trends, sales performance through channels and other critical trends.
* Planning, organizing and implementing sales programs and strategies to improve the product awareness and brand visibility.
* Evaluating performance & monitoring distributor sales and marketing activities
* Assisting the channel partners to meet their business targets and achieve profitable ROI.
* Devising trade promotion schemes within the allocated budgets.

**Notable achievements:**

* Played a pivotal role in promoting and launching new product such as Milano Flavoured, Nimkin, etc.
* Successfully appointment of distributors in South Delhi.
* Successfully launched Parle Chips in my present territory.
* Managing and executing all promotions during festival seasons and participating in fairs.
* Achieved primary & secondary sales target in value wise, volume wise & outlet wise in assigned territory

Prior Experience

**Fena Pvt.Ltd.**

Designation:- Sr.Sales Representative

Duration:- since June 2008 to Sep.2010.

**Key responsibility area:-**

* To achieve targeted volume and value sales in given territory.
* Planning of primary and secondary sales.
* Expand distribution and availability of our brands.
* To appoint new distributor in concerned area.
* To tap new outlets and markets, new consumers.
* To Increase visibility through merchandising.
* To facilitate return of damaged goods and claims settlement.
* To train ISR and Merchandisers.

**Notable Achievements:-**

* The management of company promoted as SR.SALES REPRESENTATIVE in 1 April 2009.

**Academic Credentials**

### Completed MBA from ([Indian Institute of Allied Health Sciences](http://www.iiahs.in/about_us.php)) 2007-2009, New Delhi.

* Passed Bachelor of commerce 2003 - 2006 from M D U Rohtak.
* Intermediate in Commerce from in 2003 H B S E Bhiwani.
* Secondary school in 2001 from H B S E Bhiwani.

# Computing Skills

* Operating System: Windows XP, 2007,8.1.
* Package: Ms-Office.

# Achievements and Activities

* ROLL OF HONOUR Session 2005-2006 for Participated in all India Thal Sainik camp at Delhi Cantt.
* Participated in inter battalion shooting championship & Win gold medal in snap shooting.

**Personal Details**

Address : H no.1286 sec.45,Gurgaon Haryana,

Father’s Name : Mr. Omprakash

Date of Birth : 07 Jan. 1986

Marital Status : Married

Gender : Male

Linguistic Proficiency : English, Hindi & French.

Nationality : Indian

Interests : Driving, Interacting with the people.

**Reference:** Available on request.

**Date:**

**Place:** **(Sushil Kumar)**