

SHALAY SRIVASTAVA

+91 7080245599 | shalaykumar1@gmail.com

Lucknow, UP

CAREER SUMMARY

A seasoned Sales & Marketing professional with over 20+ years of extensive experience in Telecom & Consumer Durable (FMCD, Furniture and Mattress) Industry encompassing Sales & Marketing, overall Profit Centre Operations, Channel Sales & Development, Annual & Monthly Business Plan, People & Channel Management, Revenue Generation, New Product Launch, Marketing (BTL activities), Credit & Inventory Management, Pricing & Scheme Management Having extensive work experience in direct marketing (rural & urban both) for tapping users of Telecom / Consumer durable products. Ability to perform under pressure in a highly competitive environment, drive and motivate highly target oriented team to ensure business expectations.

AREAS OF EXPERTISE

Operational

- Operation Management
- Strategic Planning
- Budgeting & Forecasting
- Business Analysis
- Contract Management
- Cost Optimization
- Process Improvements

Functional

- Business Development
- Network Expansion
- Competitors Analysis
- Rollout Market Plans
- BTL Activities
- Brand Visibility
- Budgeting

Managerial

- Talent Acquisition
- Competency Building
- Performance Management
- Team Management
- Training and Development
- Mentoring & Coaching
- Performance Appraisal

CAREER TIMELINE



CAREER HIGHLIGHTS

Indian Furniture Products Limited

Sales Head

(Nov' 18 to till date)

SALES & BUSINESS DEVELOPMENT OPERATIONS

- ◆ Spearheading operations in north, east and central India including Sales & Marketing (BTL), visibility, Production, Operations, Customer Satisfaction, Human Resource, Administration and Strategic Accounts in accordance with the company objectives.
- ◆ Developing Business Plan – Monthly & Annually, Achieving them month on month.
- ◆ Enhancing distribution network thru appointing more distributors & dealers in channel network.
- ◆ Ensuring strong & prompt support to be given to sales team for after sales.
- ◆ Forecasting proactively for product sales along-with new product development based on feedback.
- ◆ Controlling market credit & chasing collection follow-up.
- ◆ Monitoring field performance of sales & backend team on daily basis and achieving agreed monthly targets.
- ◆ Developing demand pull and implement sales strategies for achievement of high margins and profitability
- ◆ Maintaining SKU wise inventory planning for production based on demand & supply.
- ◆ Ensuring profitable business results through the sales team periodic sales meetings to monitor open issues and progress of agreed action plans.
- ◆ Formulate & implement GTM (go to market) strategy for premium models in coordination with the Marketing team.
- ◆ Implement sales promotions, trade programs, retailer advertising and premium product showcases at the right Point-of-Sales.

SALES & BUSINESS DEVELOPMENT OPERATIONS

- ◆ Spearheaded entire Sales operations for Samsung mobile handsets & accessories in UP-west including Sales (100cr monthly)& Marketing (BTL), Administration and Strategic Accounts in accordance with the company objectives.
- ◆ Ensuring strong & prompt support to be given to sales team for after sales.
- ◆ Handled team size of 115 (on role), 1400 SEC & SEC lite promotes.
- ◆ Monitored sales forecasts for each product& SKU's and territory based on historical data, market trends, Competition activity, promotional strategy and sales efforts.
- ◆ Ensured 100% coverage to our channels of distributors (106 nos.) & retailers (7000 nos.) with in respective beat.

MARKETING & PUBLIC RELATION

- ◆ Headed a team of 20+ strong executives for revenue enhancement & engaging trade on inputs with better visibility – Samsung Blue wave (455 no installed)/ fixture (1500 no installed) / GSB / in shop branding – targeted all RCM onwards outlets – 2400 nos. / Engaging promoters / marketing programs / Promoters – SEC & SEC Lite etc.
- ◆ Recruited SEC S Band & SEC 3 as per plan in coordination of zones.
- ◆ Maintained attendance & leave records on daily basis. Reviewing performance of SEC & SEC S band and SEC 3 with all segments IMEI productivity & growth.
- ◆ Developed and plan marketing strategies to grow revenues, improve coverage, better account & market penetration and enhance competitive position in the geography & enterprise accounts.
- ◆ Planned& implementing various product launch, contents & services partnership, marketing communication strategy as per marketing calendar, BTL activities based on the on prepared budget on monthly/Yearly basis.
- ◆ Identified& finalised various vendors for final executions per company policies and acting as SPOC person for Brand.

TEAM MANAGEMENT

- ◆ Developed& managed sales team through effective communication, product knowledge& skills development.
- ◆ Monitored field performance of sales team on daily basis and achieving agreed monthly targets.
- ◆ Ensured timely appraisal of performance potential of each member of the sales team
- ◆ Retained& engaged the talented employees with complete focus on strong collaboration for best results performance and identifying non-performers, mentoring and coaching them to achieve expected productivity.

As Bareilly Cluster Head**(Sep' 15 to Mar' 16)**

- ◆ Spearheaded team of 35 direct employees – ASM/s / SO's and maintained strong hold on business with 35 direct distributors.
- ◆ Stretched mobile & accessories business from 14 cr to 24 cr per month in short span of 7 months.
- ◆ Enhanced distribution channel -WOD from 1400 to 2200 no / SPWOD from 700 no to 1100 nos.

Previous Companies

❖ Reliance Communication Limited – AGM Sales – Delhi & NCR	Nov'09 to Sep' 15
❖ Bharti Airtel Limited -- Zonal Sales Manager – Indore, Gwalior, Bhopal	Jul' 05 to Nov' 09
❖ Idea Cellular Limited -- Channel Operation Manager - Haldwani (UP West)	Jul'04 to Jul' 05
❖ BPL Limited -- Area Sales Manager – Jaipur	Jul' 97 to Jul' 04

AWARDS & ACCOLADES

- ◆ Six Sigma Yellow Belt Certified in Processes at Airtel 2006
- ◆ Best Zonal Sales Manager – July 2008
- ◆ Won Prestigious Bali Trip (PAN India Contest Oct 2008)
- ◆ Best Cluster - Retail - April 2011

ACADEMIA

1994	MBA (Marketing) from Veer Bahadur Singh Purvanchal University
1991	B.Com. from Lucknow University, Lucknow

OTHER CERTIFICATION

Nov 2016 – 17 Advance Digital Marketing Training Program from DSIM, Malviya Nagar, Delhi.