

<b>Soumyajit Chakraborty</b> M +91-981 194 1700 T +91-011- 4053 4286 E soumya1968@gmail.com	<b>TOP MANAGEMENT PROFESSIONAL : Director - Sales &amp; Marketing</b>
	<i>BE (Mechanical) from Jadavpur University, Kolkata</i> <i>MBA (Sales &amp; Marketing) from Faculty of Management Studies, Delhi University</i>  Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through
Address: 11- A, Pocket -9, Gomti Apartments, Kalkaji Extension, New Delhi – 110019	

- An accomplished professional with consistent success of over 28 years in achieving sustained revenue and profitability growth in highly competitive technical markets such as power, steel and cement industries.
- Skilled in high-value engineered products & projects marketing and contract negotiations; a collaborative business leader continually focused on building relationships and promoting synergy across global business lines to drive positive change, enhanced profitability, and sustained organizational performance.
- An effective people leader with excellent team management, communication, negotiation and relationship building skills.

### Education

**BE (Mechanical) - Jadavpur University, Kolkata,1992.**  
**MBA - Faculty of Management Studies, Delhi University,2002.**

### Work Experience

**Nov'19- July'20** associated with **Boldrocchi India India Pvt. Limited**  
**Director – Sales & Marketing**  
**Product : Industrial fans & Blowers, process dampers, Tunnel Ventilation fans**

**Segment : Fans for Process application in Oil & Gas, Power Boliers, oxidation blowers & booster fans in FGD application, Cement process fans, process fans for Sinter & Pellet plants in Steel, Tunnel ventilation system for Metro , Road & railway Tunnel projects.**

**Feb'19 – Oct'19 – Engaged in Freelance activities in Tunnel Ventilation market segment.**

**Feb'2018- Jan'2019** associated with **Flakt Group India Pvt. Limited**  
**General Manager -Sales & Marketing (Tunnel & Metro)**  
**Product : Tunnel Ventilation Fans, Dampers & Silencers of Flakt Woods UK.**  
**Segment : Tunnel Ventilation Systems for UG stations of Metro Rails, Road and Railway Tunnel projects across India.**

### Achievement

- ↪ Successfully concluded TVS package orders for Chennai Metro Ph-1 Extension project & DMRC Najafgarh Station project worth 80 MINR.
- ↪ Established Flaktwoods UK position as the primary player in TVS projects for Mumbai Metro Line-3, Pune Metro, Chennai Metro Ph-2, Bangalore Metro Ph-2, Pragati Maidan Delhi Transit Corridor project, Coastal Road Mumbai Project, N. Railway Udhampur Baramulla Project etc.
- ↪ First Break through order for Flakt Group India of tunnel jet fans for a Defence project in India.



**Sept'2014- Oct'2017** associated with **Howden Solyvent India Pvt. Limited** (Formally Solyvent Flakt)  
**General Manager -Sales (North & West India & South East Asia)**

**Feb'2007- Aug'2014** associated with **Solyvent Flakt India Limited**

**Asstt. Vice President -Sales (North)**

**Product: Industrial Process Fans for Cement Grinding units, Vertical Roller Mills, ESPs, Boilers, Car Park Axial Fans & Jet Fans, Blowers**

**Segment: Cement, Power, Steel, Mining & Minerals, Oil & Gas, Chemicals, General Industries (Food, HVAC, Glass, Automobile, Paper), EPC & Infrastructure.**

### **Achievement**

- ↳ Bagged the "Best Region Award" towards order intake performance for 3 successive years starting 2007 in Solyvent Flakt India.
- ↳ Orders booked in 2007 > 620 min & 700 minr in 2008 far exceeding the budget.
- ↳ Single largest fan order of Rs.64 Minr was secured from Loesche India for supplying process fans to ABG Cement.
- ↳ Closed break through contracts from Shree Cement for their Green Field projects Unit -3 to 8 worth 360 minr and subsequently for 2 new lines at RAS, U- 9 & 10 worth 140 minr.
- ↳ Break through order for Mining ventilation system from Hindustan Zinc for their Zawar & Zawarmala mines worth 70 minr collaborating very closely with Howden Australia.
- ↳ Successfully managed P&L responsibility for last 10 years and cultivated excellent relationships with new prospects & existing customers.
- ↳ Formulated plans, translated product & business strategies into executable channel plans and drove implementation in India region through team work.
- ↳ Expertise in Tender/ Project business, tender costing, risk analysis for Large Cement/ Steel Projects in co-ordination with the Howden French core team.
- ↳ Expertise & maximize profitability through effective marketing and sale for New Equipment, up-gradation/ Retrofit equipment.
- ↳ Manage relevant reporting of management and financial information for the sales and marketing function through Quantities/Qualitative and SWOT Analysis.
- ↳ Exposure to the cement/Steel/Power industries Process with excellent experiences in the segment.
- ↳ Business Development & Sales Leadership – closed private & public sector multi -million contracts.

The job covers overall responsibility in & accountability for regional Performance, sales budgeting and budget fulfillment, local resource deployment, key customer contact, effective coverage of market, competitive intelligence, implementation of business development/ promotional activities, Contract negotiation, Receivables, team Management and skill development.

### **Key Deliverables**

- ↳ Heading Sales Operation for the project business of Capital Equipment/Heavy Machinery including Process Blowers & Fans including **After Market Business (Up-gradation & Retrofit)**
- ↳ Successfully piloted team member cross-functional team for contract negotiations, converting major order-to-place proposals in the last 10 years.
- ↳ Sales and P&L management with established performance indicators, operating goals, realignment of initiatives and cost reduction programs that consistently improved product quality and customer satisfaction.
- ↳ Develop marketing plans to build consumer preference and drive volumes. Analyze & review the market response/ requirements and communicating the same to the marketing/ engineering teams for coming up new applications.
- ↳ Planning and heading Strategic Business Unit operations to ensure that revenue and market share objectives are met; evaluating and pursuing business opportunities as per targeted plans & achieving market share
- ↳ Business Strategy formulation, planning & implementation and execution include new market exploration, formulation of business plans and new customer acquisition with good contract knowledge.
- ↳ People Management, CRM (Citrix), Training & monitoring team members to ensure efficiency in business operations and meeting of individual & group targets.
- ↳ Analyze market trends, customer needs & preferences, competitive intelligence thereby building the Market Segment Strategy and Business Plans - Annual Operating Plan (AOP) and Strategic Plan (OPP) for approval by top management. Key responsibility to drive the strategic initiatives related to the segment.

### **MIS**

Preparing MIS reports viz, AOP, WOR, Project Pipeline Review, Sales Funnel Review, Sales Reports, Travel Plan, Sales trends, Sales Forecast, Collection report/ Forecast, etc. Market forecast & account reconciliation.

**June 2006 – Jan 2007 - Worked as Senior Project Manager for M+W Zander Facility Engg (P) Ltd, a leading clean room company head quartered in Stuttgart, Germany & primarily engaged in providing turn key solutions for clean room applications.**

**July 1992 – May 2006 associated with ABB Limited  
Head Sales -Northern India [Building Systems Division]**

Product: **Industrial Air Conditioning & Ventilation projects.**

Segment: **AC & Ventilation projects for Power Plants (Thermal/ Gas/Hydro/Nuclear), Pharma Sector, Building & Metro, Automobile, Defence, Textile Humidification etc.**

### **Achievement**

- ↪ Sipat STPP (3x660 MW) Stg – I – 2200 TR AC worth 94 MINR
- ↪ Kahalgaon STPP (3X500 MW) Stg : II – 1900 TR AC worth 100 MINR
- ↪ Rihand STPP (2X500MW) Stg ; II – 1450 TR AC worth 85 MINR
- ↪ Ramagundam STPP (1X500 MW) Stg : III – 460 worth 40 MINR
- ↪ Vindhyachal STPP (2X500 MW) Stg : III – 1450 TR worth 85 MINR
- ↪ Cadilla Pharmaceuticals' (Dholka, Ethiopia) – 2200 TR worth 160 MINR
- ↪ Max Hospital – Delhi, Phase : I & II – 1800 TR AC worth 120 MINR
- ↪ Maruti – New Diesel Car Plant Air Cooling Works worth 195 MINR
- ↪ DMRC –Metro Bhawan : HVAC – 1000 TR worth 90 MINR

### **Key Deliverables**

- ⇒ Identify business opportunity for HVAC Business & Responsible for projects selling including EPC/turn-key, Power Plant Projects.
- ⇒ Maintaining and developing existing and new clients and fostering effective relationships with key stakeholders and decision makers.
- ⇒ Identify Key Customers and forge long-term relations with them for ensuring higher penetration of key markets. Drive legal and ethical compliance.
- ⇒ Demonstrated abilities in implementing initiatives to identify projects & its decision making process at an early stage to formulate effective pre-acquisition strategy. Initiate and participate in product exhibitions.
- ⇒ Maintaining and developing existing & new clients/end user and fostering effective relationships with key stakeholders and decision makers.
- ⇒ Identifies, researches, and contacts prospective customers and builds positive relationships that will generate future sales and repeat business.
- ⇒ Leads the development and the execution of the sales business plan.
- ⇒ Responsible for modeling and reinforcing the business' vision, mission, business values and people values.

### **Training Done**

- Value Selling Workshop conducted by Howden, Scotland.
- Attended Sales Conference in Flaktwoods, Jonkoping, Sweden.
- Workshops on "Leadership Program" conducted by Dale Carnegie Organization.
- Attended technical training at 'Howden Fan Academy' at Renfrew, Scotland.
- Undergone advanced 'Sales and Negotiation training' by external faculty Apex at Renfrew, Glasgow, Scotland.

### **Personal Detail**

Date of Birth	11th Sept 1968
Language	English, Hindi, Bengali
Nationality	Indian