

# Sanjeev Sama

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I am a Sales Management professional with 26 years' experience in MEDIA industry. I have a proven track record of developing new business and motivating teams to consistently exceed targets. I have a rich experience of working in all markets of Northern India. I have launched number of new brands in my career for different companies.

## Professional Synopsis

### Strategic Planning

Establishing market efficient qualitative and quantitative selling objectives and appropriate sales policies after analysing the market growth rate and company's position.

Implementing competitive strategies for expanding market share; achieving revenue and profitability targets.

### Sales and Marketing Operations

Managing the sales & marketing activities for a wide portfolio of publications such as

- Newspapers
- Magazines

Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies; facilitating product improvement initiatives.

### Relationship Management (External & Internal)

Building and maintaining healthy business relations with Ad agencies; enabling business growth by increasing advertising agency network.

Monitoring the performance of advertising agencies and designing various schemes to increase the motivational level, for achieving revenue targets.

Leading, training & monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets.

## Organisational Experience

### HINDUSTAN TIMES – DELHI (August 2008 to 2016)

#### HEAD GOVERNMENT VERTICAL (HINDUSTAN)

In 2014 I have been shifted to this newly made vertical. Here as HINDUSTAN was growing in leaps and bounds they needed a dependable person. Hence from there I have to spearhead

Government vertical for HINDUSTAN. We have grown consistently by more than 20% percent since my taking over. This year also we have been growing more than 20%.

### **HEAD (Gurgaon Edition) (April 2013 to April 2014)**

In April 2013, I have been chosen to lead the team to launch one of the most prestigious editions of Hindustan Times that is GURGAON EDITION. I launched this on May 10<sup>th</sup>, 2013. Gurgaon is one of most affluent markets of India. the Gurgaon is growing over 30% per year and its per capita income is highest in India. It is home to most number of the CEO's and CXO's. For Hindustan Times this is one of the most critical markets of the NCR. I am responsible for local as well as National revenues in to the brand. I have to oversee the brand promotion and brand acceptability in the region. We have launched number of sub brands to cater to different sections of readers.

### **Asst.VicePresident (Head Government Vertical)**

This was a business worth Rs 150 crore annually for the organization. I was responsible for generation of Business from Central Government Ministries, Delhi state Government. I am also responsible for business from all the public Sector Undertakings situated in Delhi and NCR. All the UP-GOVERNMENT departments situated in Noida, Greater Noida and Ghaziabad were also under me.

My job profile included meeting top officials of all Union Government Ministries including Ministers and Secretaries in Ministries. I am also constantly in touch with Top officials in all the major Public sector undertakings in Delhi and NCR

There was a team of 20 people reporting in to me including two AGMS which is the biggest in any vertical in the organization

We contributed approximately 30% of the total business of the organization.

We had shown a growth of around 30% since my taking over this business in Delhi.

### **GENERAL MANAGER –CHANDIGARH (April 2000 to August 2008)**

Overseeing the operations of Marketing and Business Development Department; responsible for the achievement of revenue targets of the Chandigarh branch (covering Chandigarh, Punjab, Haryana, Himachal and J&k); appointing and handling new channel partners.

Managing a team of 35+ members professionals spread throughout the region.

Functioning as Head of Media Marketing Team; engaged in

- Planning & strategizing
- Managing major clients & agencies of the region

- Handling of 30+ team members & Dy. Managers
- Brand Development

### **Notable Accomplishments**

I was part of launch team of Hindustan Times in Chandigarh. Launched the edition on April 19<sup>th</sup>, 2000 in North India Market. Took the product to Panjab, Haryana and other parts of Region.

Grew the revenues from 3 cr per annum to 60 cr in a span of 4 years.

Established Hindustan Times in that market as clear Number 2.

## **INDIAN EXPRESS --(oct, 1991 to April 2000)**

### **Growth Path**

<b>Executive</b>	Oct'91 to Mar'93
<b>Sr. Executive</b>	Apr'93 to Mar'95
<b>Asst Manager</b>	Apr'95 to Mar'97
<b>Manager</b>	Apr'97 to Mar'99
<b>Senior Manager – Marketing</b>	Apr'99 to Mar'00

-Handled in Chandigarh, Punjab, Haryana, Himachal Pradesh and J&K.

### **Role:**

Conceptualizing the marketing strategy for the city newspapers; launching them across the region of Chandigarh, Ludhiana, Amritsar, Patiala & Jalandhar.

Planning & coordinating consumer research to analyse demography & psychographics of city newspapers.

Establishing the alternative distribution channel for newspapers in order to increase the reach.

Coordinating with agency JWT for the launch campaigns for the product.

### **Notable Accomplishments**

Achieved 100% increase in revenues from the area.

Launched number of new brands in the market e.g.

-Indian Express Classified –This was the first of the kind paper totally devoted to classified ads which was launched in the market of Chandigarh.

-Chandigarh Newline –The said newspaper was the local news pull out dedicated to only one city which was later emulated by competitors also.

## **Education**

MBA (Sales and Marketing) from Shivaji University, Kolhapur in 1991.

B.Sc (Bachelor of Science) from Punjab University, Chandigarh in 1989.

## **Personal Details**

Date of Birth : 26th January 1970

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