

An expert professional with MBA (Marketing) & over 20 years of rich experience in Marketing, Sales, Exhibition & Events

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#### CORE COMPETENCIES

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► Trade development ► Exhibition Space Selling ► Sponsorship Sales & Corporate Tie-ups ► Relationship & Client Management ► Customer Retention ► Budgets ► Timelines ► Grievances Handling ► Process flow development (SOP) ► Vendor Management ► Content development ► Personnel Management ► Cross Functional Team ► Strategic Marketing Planning

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#### SOFT SKILLS

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► Communicator ► Leadership ► Deadline Driven ► Analytical ► Stress Management ► Self-Driven

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#### EXPERIENCES & ACHIEVEMENTS

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*The Gem & Jewellery Export Promotion Council (GJEPC)*  
Senior Manager

May 2009 – Jun 2022

**Achievements:**

- **Increase** in number of exhibitors/booths at the exhibition **by 12%** in the year 2018
- Sponsorship Sales revenue of **₹ 3 Cr generated** at IIJS 2019 edition (highest till date)
- Integral part of the team in development & introduction of SAP in the organization
- Strategic & Marketing planning in formulating & execution of GJEPC's first **virtual show "IIJS Virtual 2020"** scheduled from 12<sup>th</sup> – 16<sup>th</sup> Oct 2020 & **IIJS Virtual 2.0** from 8<sup>th</sup> – 12<sup>th</sup> Jan 2021.
- Introduced & implemented concept of booth allotment to be done in **1 day** which earlier use to take **5-7 days, reducing** the operational cost by **22%**
- **Increase** in the sponsorship revenue by **100% within 2 years** at the exhibition by GJEPC (in the year 2012).
- **2400+ clients** through Exhibition Space Selling for the exhibitions
- International companies & country pavilions at the events wherein organized country pavilions from Belgium, Israel, Thailand, Italy, UAE at GJEPC's flagship event, IIJS
- **150+ new international companies** acquired through Exhibition Space Selling for the company, apart from retaining existing International Exhibitors
- Approached, identified & developed network of **international coordinators** for the company
- Planned & Executed **Virtual Seminars/Webinars – "INDIA GLOBAL CONNECT"** – with countries like USA, UK, Singapore, Malaysia, SAARC, Russia, China, Sri Lanka, UAE etc. to discuss & develop bi-lateral relations between the 2 countries
- **INTERNATIONAL SHOWS/EVENTS:**
  - Successful editions of *India – China Diamond BSMs* in Mainland China & **3 editions** of *India-Russia Jewellery & Diamond BSM* in India which includes activities like exhibitor participation, visitor profiling, meeting schedule, factory visits, timelines & budgeting, event collaterals etc.
  - **Introduced** the concept of **Reverse Buyer-Seller Meet** from countries like Russia, SAARC nations
  - **Reduced** the operations cost **by 7% & increased** the revenue by **5% (overall 12% increase in profit)** for the India-China BSM 2011 edition
  - Represented GJEPC at various India pavilions at overseas jewellery exhibitions for promotions of GJEPC & its activities

*Franchising Association of India (FAI)*  
Manager – Marketing & Events

Sept 2008 – April 09

**Achievements**

- Successfully executed FAI's first - FAI Convention & Expo 2008 at Bombay Exhibition Centre, Mumbai on 02 – 03 Oct 2008

*Retailers Association of India (rai)*  
Sr. Executive – Marketing & Events

Aug 2007 – Sept 08

**Achievements**

- Operations & Management of rai's various events & exhibition like 2<sup>nd</sup> Manning Modern Retailing (MMR 2008), 4<sup>th</sup> Annual Retail Technology Conclave (ReTechCon), 1<sup>st</sup> Annual India International Retail Convention (IIRC) 2007, 1<sup>st</sup> Retail Leadership Summit at NCPA.
- New client Advertisement for the inhouse magazine **Storai**

*The Market Research Society of India (MRSI)*  
General Manager

Oct 2004 – Aug 07

**Achievements**

- Overall operations of Seminars/Symposiums/Conferences by MRSI
- Instrumental in rolling out MRSI's Field Certification Program (FCP)
- New Members to the MRSI Society.
- Recovery of Outstanding dues from the members.

*Support Direct (India)*  
Marketing Executive

Apr 2002–Sept 04

**Achievements**

- Sales and Marketing functions for the company for their client
- Presentation about the organization & meeting the predetermined sales target
- Handled team of 7 members along with Training & Development of new recruits.
- Research & Allocation of new areas for Client Representation.
- Develop brand image through customer interactions.

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**EDUCATION**

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**Post-Graduation:**

MBA (Marketing), IMS M. G. Kashi Vidyapith, Varanasi, securing 1<sup>st</sup> class

**Graduation/Degree**

B. Com.: Shri Bhausaheb Vartak College, Borivili securing 1<sup>st</sup> class.

**Rajesh Sharma**