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|   VIKRAM TRIVEDI PGH | Marketing head in leadership role  Product management | P&L management | business leadership sales | marketing  vikram.trivedi1@gmail.com  9826025353,9136253536 / Phone: 022-49729466 t.vikram@hotmail.com |
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| Skills  Hard Skills |  | knowledge24x24icons Profile Summary |
| * Business planning and strategy
* Product development & marketing strategy
* Product life cycle management
* P&L management- driving profitability
* Stakeholders’ management
* Competition benchmarking
* CRM, DRM, OEM management
* Omni channel & team management
* Execution excellence
* Negotiation skills

Requirements  Soft Skills * Analytical
* Adaptable
* Team player
* Communicator
* Collaborator
* Innovator
* Problem solver
 | A proactive, dynamic and result oriented business professional. A keen planner and a process-oriented implementer with experience in sales, marketing, product development & product life cycle management. Logical and analytical, managed P&L across product categories in CE and HA business. Exceeded revenue targets for topline and consistently delivered EBITDA margins better than the plan on MoM and QoQ basis.Deft in distribution management and omni channel sales with extensive experience in channel partner engagement with CRM, DRM and DMS initiatives.Adept in leadership skills, stakeholders’ management, team management, negotiation skills, consumer & market study, business planning and marketing strategy with an extensive experience of over 21 years and a PGDMM in Marketing and Finance from NMIMS Mumbai. Education  PG Diploma in Marketing Management, Narsee Monjee Institute of  Management Studies, Mumbai, 63% BA Management, Bhopal School of Social Sciences, Bhopal, with  67%.  Languages IT Skills. English MS Office suite Hindi Baan  Gujarati SAP |
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|  Organizations**Crompton Greaves Consumer Electrical Ltd - Mumbai** **Head – Product & Marketing – Appliances business | Aug-2020 – April-2021****Role:**  Reported to Division Head - Appliances and **mentored** a **team of 8 members** for appliances businesswith **a topline of Rs 630 Crs** **Frigoglass India Pvt Ltd — Manesar – Gurugram****Head - product & marketing – Asia and Africa | Nov-2019 – Dec -2019****Role:**  Reported to Director Marketing – Global Operations and handled the product development, product marketing and P&L responsibility of cooling products (ICMs – deepfreezers, visicoolers) for Asia and Africa with a **topline of Rs 520 Crs** I had to quit the job abruptly soon after joining because of the medical emergency of my father.**Godrej & Boyce Manufacturing Co. Ltd., Mumbai** **Product Group Head (General Manager) – Microwave Ovens | Nov-2016-Nov-2019****Role:** Worked as PGH Microwaves oven-(MWOs)-Reported to CEO and Division Head - Appliances division. Handled the P&L responsibility of MWO product category.**Project Head – Project Smarti.com | April-2016-Nov-2016****Role:** Worked as a PAN INDIA Business head for the new Online sales vertical of Godrej and Boyce and reported to Head -Innovations. **Regional Business Head – MP-CG | April-2008-Mar-2016****Growth Path:** * Associate General Manager : 2015
* Deputy General Manager : 2011
* Senior Manager : 2008

**Role:** Reported to AVP Sales and mentored a team of 8-ASMs and SMs to drive Omni channel business of Godrej appliances.**Samsung India Electronics Pvt Ltd.****Deputy Manager Sales – Indore | Jun’2003-Feb’2008****Role:** Reported to Sr Branch Manager and led a team of SOs and Executives in the Indore and Gwalior region of MP. **ETA General Pvt. Ltd.** **Area Manager - MP & CG | Sep’2002-Jun’2003****Role:** Reported to General Manager - Sales - All India and managed MP and CG as a region for Sales and Marketing of Fujitsu General air conditioners. Image result for Hitachi India logo**Hitachi Home and Life Solution (India) Ltd.** **Area Manager – Gujarat – MP & CG | Feb’1999-Sep’2002****Role:** Reported to Sr. State Head Gujarat, MP-CG and handled Gujarat and then CG as a region for sales and marketing of Amtrex and Hitachi brand of air conditioners

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| **Key Responsibilities Handled*** **Business planning and marketing strategy –** Generated for all categories for ABP, AOP and SBP period.
* **Product portfolio strategy** – Headed NPD, NPI planning and execution for existing as well as emerging channels-**MOR, E-com.**
* **P&L management** – **Recognized** for driving topline of more than 630 Crs with bottom line targets of GM and EBITA.
* **Stakeholders’ Management** – Organized and managed internal (**CFTs,CFHs**) as well as external (vendors, **marketing agencies**, CPs, govt agencies) stakeholders.
* **Competition benchmarking, customer and market study**
* **SKU rationalization -** Maximized SKU wise throughput as per the NPI revenue plan.
* **Product and premium mix—** Maximized product and premium mix equal to or better than the industry.
* **Channel management and network development** - **Managed omni channel** network for both **B2B and B2C** line of business. **Attained** the product category wise reach, addressability and visibility targets YoY.
* **Pricing strategy** – designed competitive **Product-Price mix** vis a vis competition and as per profit plan.
* **Business hygiene**-NIL OD Stock, NIL Bad debt, DSO less than 30 days, trade recos etc
* **Inventory Management-** Guided as per the category wise DOH plan.
* **Marketing budget and execution excellence**– Headed planning, allocation and execution of marketing budget as per the annual marketing calendar for driving product & brand awareness and in turn **higher RPU and better ROI.**
* **Team management** – led and mentored a team of ASMs, Sr Managers, AGMs.
* **Consumer promotion and trade promotion** – designed promos & schemes in co-ordination with sales team.
* **Service Strategy** – Established strategy for handling post sales customer queries and services for NPI
* **Influencer management**- Generated business through **influencers –** architects, interior designers, AC and R consultants and electrical contractors.
* **Liaised with** Channel partner and the various **government departments** and **procurement agencies** for vendor registration and RC for the supply of HA products.

 **Achievements and Awards****As a Head Product and Marketing Appliances– Crompton Greaves*** Launched **23 new products** across segments in WHs,Iron,MG,ACO,RHs,SDA categories.
* Launched two new categories room heaters and steam irons and delivered GM% better than the plan by 10%.
* Introduced new PRM process for NPD, NPI; **reduced variances** in product-price propositions **in NPI by 30%**
* Generated **Topline GOLY** of more than **50%**, consistently (MoM) delivered **EBIDTA of >14%,** 16% better than plan
* Expanded premium mix in revenue by **more than 15%** - QoQ ,YoY.
* Launched placement schemes and retailer connectivity programs in MGs and ACOs – increased UBPs by 2300.
* Designed new brand communication **around faster and efficient cooling for Crompton Aircoolers.**

**As – Product group Head - Godrej and Boyce*** **Revamped** the entire product line up of Microwaves –launched 14 New models across all the segments with new features and fascia.
* **Improved** BOM:NR ratio by 5% points and NRPu by 7% YoY, delivered EBITDA of 4.5%.
* **Improved** API by 5%, Product segment Mix by 9%.
* **Improved** the product quality index of the category by 6%, by reducing TCR from 14% to 8%.
* **Recognized** for improving inventory management of FG and spares by 10% through SKU upgradation and focus on common spares across segment lineup through OEMs , vendors in HongKong and China.
* Developed Indian market specific ACMs and other key USPs by closely working with OEMs in China.
* Designed new brand communication and product positioning strategy for Godrej microwaves around **Health and Convenience with a tagline— ‘Oil free , Guilt free.’**

**As Regional Business Head – Godrej and Boyce*** Maximized the number of active billing points, **increased ND by 15% WD by 17%.**
* **Delivered** Top line AOP targets and GOLY across categories on QoQ and YoY and **adjudged star performer.**
* Expanded the **market share** of Refrigerator - biggest category- from 13% to 17% and Microwaves – Smallest category - from 4.5% to 9.5% in a span of 2.5 years.
* Recognized for **excellence in business operations in -sales, marketing**, **employee welfare & channel partner engagement through DMS and DRM initiatives.**

 **As Sales Unit Head- ASM – Samsung India*** **Top performing SUH** - Recognized for making Samsung, the most visible and easily available brand at par with LG in assigned territory with highest growth in reach and addressability across categories through DMDC and district wise distribution channel structure.
* Consistently overachieved topline revenue targets and GOLY - MoM and QoQ in both CE and HA categories

 **As-Area Sales Manager – ETA General Pvt Ltd*** Introduced **18 new Trade partners** across region-MP and CG in less than 60 days thereby increasing the retai Footprint of the brand
* Generated the sales of High-end Split ACs through influencer channel, resulted in **increase in ASP by Rs 1000/unit.**

 **As Trainee and ASM Hitachi*** Appointed, reactivated **30 new dealers** in record time of 45 days and developed retail channel for Hitachi RAC in Gujarat and CG.
* Recognized for registering Amtrex and Hitachi brand with all the major Govt department and corporates for supplies under RC-rate contract in CG.
* Generated business for premium segment products for the company by actively working with architects interior designers AC&R consultants – **increased ASP by more than 1200/unit.**

 **Awards*** Won the Best performer award for overall business performance and target achievement for the year 2010-11.
* Won the Best Branch (Regional Business Head) Award for the year 2014-15.
* Won the Best Region and Regional Business head award for Best DSO management and Credit control for 5 years from 2010 to 2014.
* Awarded the CEO award in 2014-15 for surpassing Whirlpool across categories in the central zone.
* Applauded for the first and biggest single order of 3.3 Crs for supply of Godrej refrigerators to MP Govt.
* Applauded for the biggest ever single supply order in Chhattisgarh for the supply of 400 nos of Splits ACs in 2002.

 **Personal Details**  Date of Birth: 6th December 1975 Address: Flat no - 1204, A wing, Mayfair hillcrest, Hiranandani link road, Vikhroli West-Mumbai - 400079 |

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