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| **Vivek Roshan** Sales & Marketing Professional BE (Mechanical ) + MBA ( Marketing & IT ) |
| **vivekroshan82@gmail.com +91-7032909221** |
| core24x24iconsAreas of Expertise

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| **Strategic Planning** |
| **Sales & Marketing** |
| **Brand / Product Planning & Positioning** |
| **Go to Market Strategy**  |
| **Channel / Distribution Management** |
| **ATL/BTL Marketing Activities** |

 | knowledge24x24iconsProfile Summary* **Experienced Professional** with Over 11.6 years’ experience in steering business of the **FMCD/Automobile industry** with wide business exposure of **East / West/South India Market**, formulation & implementation of strategies & building brands with focus on driving business goals.
* Leveraged **Above-the-Line/Below-The-Line** by designing tools & programs to engage consumers & enhance revenue/ performance/profitability
* Managed all aspects of **product marketing** including product enhancements, competitive analysis, market forecast and **product positioning**; monitored new products launch including major **repositioning and Branding exercises.**
* **Enhanced market shares** of the organization; steered sales operations and drove aggressive growth of products while building professional relationships with partners to enhance functional capability
* **Merit of initiating innovative marketing programs** to support growth of new and mature product segment as well as customer base; possess considerable experience in **rolling out GTM Programs**
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| edu24x24iconsEducation* **PGDM (Marketing & IT) from Balaji Institute of Modern Management, Pune in 2009**
* **B.E. (Mechanical) from North Maharashtra University, Jalgaon in 2006**

Personal Details Date of Birth: September, 1982Languages Known: Hindi & EnglishPresent Address : Hallmark Silvanus, Alkapoor township, Hyderabad 500089(Open to Relocate) | Certifications* **Business Analytics & Digital Media** from **Coursera** of **ISB** in **May’20.**
* **Influencing People** of **Coursera** from **University of Michigan** in Oct’18
* **Business Analysis Certification** from Mindmap Solutions IT Pvt. Ltd., Pune in 2011
* C-Language Certification from **NIIT**, Pune in 2010

IT Skills * Windows, MS Office, C, SPSS & Internet Applications

career24x24iconsCareer TimelineImage result for Ashok Leyland Ltd.,Image result for Tafe Motors & Tractors Ltd.,Image result for Tata Motors Ltd.,Image result for Mahindra & Mahindra Ltd., Jun’16-Dec’21Jun’09-Mar’11Dec’11 – Jan’15Mar’11 - Dec’11Feb’15 – May’16 |
| exp24x24iconsWork Experience ***Jun’16-Dec’20 with Ashok Leyland Ltd., Hyderabad as Territory Sales Manager*****Key Result Areas:** * Planning & Supporting the sales & business operations and corporate decision-making to ensure the organization maximizes its short, medium and long-term profitability and shareholder returns for **ICV, Constructions & Mining, Long Haulage Trucks business (MHCV).**
* Managing fleet/key customer, analyzing customer requirements, providing business solutions and co-ordinations for after sales support.
* Facilitating, enabling fleet customers with their requirements for fleet management.
* Revitalizing branding efforts & sales/marketing approaches like BTL initiatives to enhance customer base & growth
* Defining and managing a comprehensive go-to-market strategy and plan that include product positioning, launch strategy, public relations, sales support and content material.
* Owning and optimizing vehicle delivery as per customer’s requirements and facilitating with vehicle tracking system (I alert)
* Directing the:
* Timely development and execution of marketing plans and strategies, product launches and new advertising campaigns while ensuring that sales growth and profit goals are met
* Expansion of channel business by sourcing new partners and maintaining efficient business relationships with existing partners to enhance profitability of business operations
* Identifying new opportunities, cementing healthy relationships with financial institutions like banks/NBFC’s/govt. bodies to aid the sales efforts
* Mentoring a team in order to maximize revenue and meet or exceed corporate-set goals
* Interfacing with Service, Account and Logistics Department to enhance the business process
* Contributing as the active use of SAP as end consumer

**Highlights**:* **Enhanced Market share** by 4% (FY 19-20) in the assigned market
* Bagged many likely to lose Sales deal into company’s fold in all Trucks segment of business (ICV/Tipper/MHCV) and enhanced business by 8%.
* **Achieved Market share growth by 4 %** (FY 18-19) in the assigned market in ICV Trucks.
* Launched & established new product, GURU1111 in Feb’17 by well planned and executed strategies
* Amplified the market share by 5% (FY17-18) in the assigned market and appreciated by senior management
* **Positioned GURU brand** by developing the right **value proposition** and offering it as the best choice for the target customer to displace other brands.

***Feb’15 – May’16 with Mahindra & Mahindra Ltd., Hyderabad as Area Sales Manager, Automotive Division (Passenger Vehicles – SUVs/Cars)*****Highlights:*** Managed JD location dealer at Hyderabad
* Achieved over 95% score in the T2B rating
* Bolstered the launch of new products like XUV500, Scorpio & TUV300 at dealership
* Enhanced the sales by promoting & monitoring digital technology like Kiosk, Tablets & so on
* Recorded the ever-highest billing &retails in 2015
* Led the profiling, analysis and making sales & marketing strategies to excel based on market trend
* Monitored crusade process at dealership to ensure best SSI score

***Dec’11 – Jan’15 with Tata Motors Ltd., Patna as Territory Sales Manager (Commercial Vehicles Business Unit)*****Highlights:*** Awarded with Smiley Certificate of the region& appreciated by the Sr. VP in 2013 for achieving highest market share growth of 12%
* Achieved:
* 138% of assigned annual target of FY 12-13
* Targeted market share of 72% in assigned territory
* Stretched target for Q2 & Q3 in FY 12-13 & qualified for FTS (Foreign Trip Scheme)
* 72% of annual target & 77% market share (growth of delta +3% YOY) in FY 13-14
* Contributed towards a growth of 85% over LY in FY 12-13
* Led the brand management activities for the existing vehicle and provided rejuvenation along with other innovative ideas
* Showcased outstanding performance towards increasing the growth, volume and market

***Mar’11 - Dec’11 with Tafe Motors & Tractors Ltd., Pune as Junior Manager-Marketing*****Highlights:*** Steered efforts towards:
* Increasing the market share of assigned area by 1.5 to 2%
* Exceeding sales expectation and strong brand building activities
* Creating market awareness along with implementation of strong marketing strategies and promotional activities
* Appointing 2 new dealers in 6 months.
* Reduced RCT (Retail Cycle Time) by 7-8% through liaising with banks/NBFCs

***Jun’09-Mar’11 with Videocon Industries Limited, Ahmedabad/Pune as Area Sales Executive*****Highlights:*** Executed BTL (KNOP, Sales Camp, In Shop Branding) & ATL activities for schemes (Print Media, Hoarding Placement)
* Conducted various business presentations to the middle management and received appreciation
* Achieved Rs. 1 Crores in June against a stipulated target of Rs. 57 Lakhs for 15 days
* Gained Product Training/Sales Training/SAP Training as end-user
* Dealt with major clients like main distributor of Videocon at Pune and 60 dealers
* Worked as the member of organizing Dealer Meet for new product launch at Ahmedabad

Internship* Define Future Growth Path of TVS Star City; TVS Motors Ltd., Hosur; May’08 - June ’08
* Reduce Assembly Time at BAY-19; TATA Motors Ltd., Jamshedpur; Jun’03
* Design & Fabrication of Blow Molding Machine; SSBT College of Engineering & Technology; Dec’05 - Apr’06

Extracurricular Activities* Received the certificate at National Olympiad
* Represented college and school in cricket
* Won the first prize in Interschool Ad-Mad Show
* Performed as an actor for SPS (School Pupil Leader)
* Participated in the College Brochure Presentation in Corporate during MBA
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