|  |  |  |
| --- | --- | --- |
| **Vivek Roshan**  Sales & Marketing Professional  BE (Mechanical ) + MBA ( Marketing & IT ) | | |
| **vivekroshan82@gmail.com +91-7032909221** | | |
| core24x24iconsAreas of Expertise   |  | | --- | | **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** |
| 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, 1982  Languages Known: Hindi & English  Present 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 Timeline  Image 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’21  Jun’09-Mar’11  Dec’11 – Jan’15  Mar’11 - Dec’11  Feb’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 | |