

MANISH UPADHYAY

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Assignments in Sales & Marketing / Business Development / Financial Services/Advertisement Planning

CAREER ABRIDGMENT

- **Over Twenty-five years** of Sales & Marketing experience in driving team for business growth; expertise in developing Channels & Distribution Network across diverse industries.
- Dealing with media for advertisement in newspapers. Given the best deals to organization.
- Deft in supervising, training and motivating sales staff; planning sales strategies; managing a multi-state territory; and increasing sales revenue.
- Adept in developing the Channel Network and handling Stockiest Model; adept in assisting Distributors' Network to effectively manage business in metros / rural areas and meet business needs.
- Profound abilities in developing and executing high-level strategies, taking high-stakes decisions, and combating mission-critical business challenges.
- Track record of consistently achieving the projected targets, building dynamic teams, identifying high-yielding services and products during the career span.
- Expertise in handling all sales & marketing/ business development activities, analyzing market trends & establishing healthy & prolonged business relations with clients, thereby ensuring higher market share.
- Skilled at identifying prospective clients, generating business from existing clientele to achieve targets and interacting with them on a regular basis & providing query, complaints & handling all client relation.
- An enterprising leader with abilities in leading multi-skilled motivated teams to achieve organizational goals / objectives by the use of the industry best practices.

SKILLS & COMPETENCIES

<p>Planning</p> <p>High Impact Sales Growth</p> <p>Territory Growth Management</p> <p>Budget Administration</p> <p>New Product Launch</p> <p>Channel Management</p> <p>Distribution</p> <p>Strategic Market Positioning</p> <p>Customer Relationship</p> <p>Brand Management</p> <p>Team Leadership</p> <p>Advertisement planning</p>	<p>☞ Expertise in channel sales, network building, pricing strategies, client relations and needs assessment, marketing, financial management, purchasing, administration, and staff training, supervision, motivation and mentoring.</p>
	<p>☞ Proactive leader with refined business acumen and exemplary people skills. Facilitates a team approach to achieve organizational objectives, increases productivity and enhances employee morale.</p>
	<p>☞ Quick study, with an ability to easily grasp and put into application new ideas, concepts, methods and technologies. Dedicated, innovative and self-motivated team player / builder.</p>

☞ Exceptional leadership, organizational, oral / written communication, interpersonal, analytical, and problem resolution skills. Thrives in both independent and collaborative work environments.

AWARDS / LAURELS

- ✦ Received best performance awards from different builders.
- ✦ Successfully launched **Argus** in North India. Managed team of six ASM and twelve sales executives. Also handling the channel partners in North India.
- ✦ Successfully handled sales team and channel partners (**Micro Technologies**).
- ✦ Best SM Award of all India in **Space Age Products Pvt. Ltd.**
- ✦ Successfully got the sales through Doctors, Chemist and Distributors for **IPCA Laboratories**. Perinom CD champion in Delhi.
- ✦ Successfully launched company in south Delhi (**Sameer Remedies**).

EMPLOYMENT SCAN

Since July'12 in Real estate - Noida and Noida extension

Associate with different reputed builders. Dealing in residential and commercial properties.

Work Profile

Handling the team of free lancers and different associates. Dealing with reputed builders like

- Nirala, Anthem,
- CRC,
- Stellar,
- Shree,
- Fusion,
- Panchsheel,
- Express Zenith,
- Mahagun,
- Guar,
- PKS,
- NX One,
- London Mart etc.

Handled consortium of different associates for builders. Corporate Presentation in IT, Media etc.

Since April'10-July'12 with Argus Retail Products Pvt. Ltd. Delhi as Regional Sales Manager –North India

Sister concern of Argus Electronics Security Systems Pvt. Ltd. Dealing in security equipment like vehicle security, Vehicle tracking based on GPRS, GPS based technologies, Video door phone, cctv camera & dvr etc.

Significant Contributions

- ✦ Launched Argus in North India.
- ✦ Excellent track record to appoint the super stockiest in given territory.
- ✦ Just now taken the assignment of corporate sales also.
- ✦ Achieving the yearly targets every year.
- ✦ Successfully managing team of six ASM and twelve executives.

- ✧ Enhancing business by organizing seminars of channel partners, RWA, transporters, police department etc.
- ✧ Playing a pivotal role in coordinating Trade and Consumer promotion schemes.
- ✧ Keeping a close track of emerging competitors and collated market intelligence data at Ground Level.
- ✧ Organization have given the responsibility of advertisement planning also.
- ✧ Participated & given presentation in seminar of FICCI at Delhi.

Feb'08– March'10 with Micro Technologies (India) Ltd. As Regional Sales Manager- North India

Dealing in security equipment like vehicle security, Vehicle tracking based on GPRS, GPS based technologies, Video door phone, cctv camera & dvr etc. Bulk Supplier in Government sector.

Significant Contributions

- ✧ Excellent track record of sales.
- ✧ Quality recruitment and development of team and super stockiest, distributors.
- ✧ Managed the dealer network.
- ✧ Given presentation in corporate & closed good corporate calls.
- ✧ Achieved the yearly target in every financial year.
- ✧ Successfully managing team of four ASM and ten executives.
- ✧ Enhanced business by organizing seminars of channel partners, RWA, transporters, police department etc.
- ✧ Participated in co-curricular activities.

Jan'04 – Jan'08 with Space Age Multi Products Pvt, Ltd. as Sales Manager (North India)

Space Age is Kolkata based company & dealing in health equipment (Like Morning Walker etc.).

Significant Contributions

- ✧ Got promotion in just one year from Area Sales Manager to Sales Manager (North)
- ✧ Capably managed the CFAs and Distributors.
- ✧ Instrumental in expanding Distribution Network in North India and initiating & carving the Sales Network.
- ✧ Successfully developed and guided ASM & Business Executives for executing higher responsibilities.
- ✧ Increased the sales 200% in very short duration.
- ✧ Holds the distinction of promoting products by maintaining regular contact with key clients, campaigns and camps.
- ✧ Planned all advertisement activity of News Papers. Negotiation from media personnel for best deals & placement.

Nov'96 – Dec'03 with IPCA Laboratories Ltd., Delhi as Area Sales manager

Leading organization of pharmaceutical industry. Mumbai based organization dealing all type of life saving drugs.

Significant Contributions

- ✧ I have joined as profession service representative and got promotion as Area Sales Manager.
- ✧ Successfully managed team, distributors & chemist.
- ✧ Given highest sales of antibiotic in Delhi.
- ✧ Organized seminar of doctors.

Oct'94 –Oct'96 with Sameer Remedies Pvt. Ltd., Delhi as Professional service Representative

Sameer Remedies was Ahmedabad based company dealing in life saving drugs.

Significant Contributions

- ✧ Given maximum sales of antibiotic & antipyretic in Delhi.
- ✧ Successfully launched company in South Delhi.
- ✧ I have introduced company in two leading hospital & got order from there. (Mool chand & Holy family).
- ✧ Organized seminar of doctors.

Professional Qualification

- ✧ PGDBM from Birla Institute of Management Technologies in 1996.

EDUCATION

- ✧ B.Sc. from Agra in 1992.

PERSONAL DOSSIER

Father's Name : Sh. Krishna Mohan Upadhyay
Date of Birth : 8th Jan 1973
Address : Plot No. 84/ flat- S1, Sector-2A, near Radha Park, Vaishali, Ghaziabad
(U.P.)- 201010
Languages Known : English and Hindi

Manish Upadhyay