 **N.K.Sharma’s Key Qualities **

**N.K.SHARMA**

**H/NO.73,Shamsherpur Colony,**

**Behind ITI .Main Road**

**Paonta Sahib.173025. H.P**

**Contact No: +91 9997211650 +91=7011399019**

* **CAREER OBJECTIVE :**

I Wish To Work In A Progressive Environment That Encourages Both, Individual & Team, Achievements And Where My Potential & Inherent Abilities Will Be Fully Realized & Well Exploited. A dynamic Sales Specialist With Over 32+ Years of Rich Experience in All Channel (GT.MT., B2B,B2C) & retail sales. Been working as on Top Laval leading a large and Medium Size Team into Achieving Company Goal & Objectives. Of distinguished performance across large, small and emerging brands. Extremely profit focused growth, coupled with increased market share for the brand and satisfied customer base are some of my key deliverables. With innovation and team work, I have established successful portfolios of brand that deliver their P&L and operational target, as strategized and planned by the business organizations and key stakeholders. A natural leader, with proven skills of managing, coaching and developing a team, I have delivered consistent results.

* **Core Competencies & Skill:**

Achieving Sales Target and desired sales objectives of the company.

Making strategic Sales Business Plan & Newer initiatives, making effective Sales Presentation.

Marketing (BTL/ATL activities) preparing quarterly marketing plans, Branding & Visibility for scaling up Sales.

Preparing overall budget & quarterly Sales Forecasting, Focus on Target with Achievement,

**Professional Experience;**

**Presently Working with** “ **Eshal Food Pvt. Ltd. Govt. Recognised STAR Export House,**

**As a Vice President of (Sales & Marketing), company deals in daily needs products all over India.**

**Worked with: U.V. Exports Ltd, Govt. Recognised STAR Export House, As G.M (Sales &**

**Marketing), company deals in branded rice and FMCG products all over the country.**

**Work With: Apis India Limited, As Country Head (Sales & Marketing)** **And Looking All Over**

**India & International Marketing since 2014 to 2017.**

**Introduced :Different types of bottles packing, honey in market it is running so well in bulk quantities.**

**Work With: Solitaire Drugs & Pharma Pvt Ltd. ( Ifreez Frozen Foods )As a Country Head**

 **(Sales & Marketing)** **And Looking All over India & International Marketing, they are dealing in**

**all type of frozen food vegetables etc.**

**Work with: Sai Sharan Foods Ltd, As Vice President (Sales & Marketing), it deals in all kind**

 **of FMCG products like noodles, breads, Bakery, Rusk, soft Drink, Pickle etc.**

**Work With: Just 2 Eat Ltd Flavour of India, S.E.W.A, A PMEGP unit under KVIC, Ministry**

**of MSME, Govt. o f India, as a Vice President. Company deals in different types of readymade food**

**which is ready to eat.**

**Work With: TDCI Pvt. Ltd., An ISO Certified Company, as a Country Head (Sales &**

**Marketing), it is dealing in homecare products like detergent, soap, cleaning material etc.**

**Work With: Hi Tech Layer Farms Ltd., Deals in Omega-3 (Odourless Eggs) as a Country**

**Head (Sales & Marketing)**

**Work With: Sanjeevani Organics Ltd as a (National Sales Manager), they deals all kinds of**

**FMCG products Organic.**

**Work with: Innovative Agro Ltd , Deals in an organic eggs, omega 3 eggs and normal shell**

**eggs, As a (National (Sales Manager)**

**Work With: RTS Beverages Pvt. Ltd., Regional Head (North), company was dealing in**

**different types of soft drinks and energetic drinks etc.**

**Work With: Kansal & Kansal Agro Farms Limited, as A (National Sales Manager)**

**FMCG Food & Beverages Division ,,**

**Achievements*:* Introduced New Products:**

**Herbal Eggs. Totally Oyodorless, Start To (o) And Now No 1 Brand of India,**

**Worked With: Himalaya International Limited As A (Territory Manager) Sales and**

**Marketing, from March’2008 to March’2011.**

**Achievements*:*Introduced New Products; Pure Desi Ghee, Flavored Dahi , Paneer , Flavoured**

 **Milk , Butter Milk, Organic Sweets , UHT MILK, Butter , Cheese , Frozen Foods ,Fruit Drinks,**

**Flavoured Yogurt, Caned Mushroom, Appetizers, Sneaks,**

My Perspective - According to me, an organization can get to the heights of this arena only by achieving the maximum market share or by a large portion of consumers or users. The general or the traditional ways for the same can also be used to outperform your competitors in the market and I also have an excellent grip over the major players of the dairy industry. But besides all this, I discovered that there is an emergence of new methods to get the heights which I’m going to give you a brief about through the following points.

**Task & Responsibility**

* Drive India’s Strategic Business Plan to ensure alignment between service & product offerings and financial targets
* Driving assessments & footfall through various marketing programs in line with revenue & annual operating
* plan of the company.
* Establish & grow the brand awareness of Amplifon, managing the retail identity through points – both COCO & SIS.
* Manage and lead the Marketing team, PR efforts, Demand Generation, Platform Marketing, Product Marketing, Program Management and Brand Management.
* Plan and execute integrated marketing campaigns that builds the company's pipeline and also mature existing opportunities
* **Branding** - Ensure consistent branding across collaterals. Maintain, update, and publish branding guidelines
* Provide direction for category growth & profitability while gaining overall market share from other key competition brands
* Launch new products (NPD), as per AOP & LRBP (long range business plan), with complete coordination with sales, operations & training teams
* Pricing of existing & new products to maintain profitability for the brand. Grow the brand in both top line as well as its operating profit /level
* Promotions – plan & execute promotions with objective of liquidation, sustained profitability & consumer appeal in mind
* Design and plan all communication material to support new launches, promotions & campaigns – catalogues, leaflets, POS, training material, etc
* Advertising – work closely with creative agency to design effective brand messaging and use media (TV, print & digital) effectively to build the brands for long term growth (measured by brand awareness &favourability scores)
* Managing online brand and product campaigns to raise brand awareness. Managing the redesign of the company website, improving its usability, design, content and conversion
* Market Research – plan and initiate new researches to gauge new product acceptability, test promotions, advertising communication before and after launch
* **Distributor Marketing**Develop and lead all distributor specific marketing plans, distributor surveys, co-branding initiatives, distributor loyalty programs, etc, speaking opportunities at events, etc
Support Sales Enablement activities Knowledge sharing sessions about sales wins,

Plan & run special loyalty club & leadership growth programs revolving around beauty brands. Work closely with leaders amongst key distributors for popularizing the brand amongst their network Growth strategy for specific brand – devising, planning & executing it within the existing network of distributors.

Coordinate closely with Global & Regional brand team for in-synch planning & implementation of all global brands within the portfolio. As the Head of Marketing Department I managed a team and specific areas of responsibility included:

Developing & implementing appropriate marketing strategies, including product portfolio management, marketing campaigns and advertising for the business to achieve the set revenue, profit & market share objectives.

**GTM Strategy** -Once we have a look at the current market trends, it can be clearly seen that to achieve maximum productivity we should focus on what our consumer/customer needs and what does he desire, and to have knowledge about that we could use the following ways to increase our interaction with our consumers: ● Company shops ● Campaigning through canopies, awareness programs, digital media. ● Door-to-door promotion to increase the number of monthly subscriptions of goods. ● Various contests/competitions ● Arranging various interaction activities ● Set up of company stalls at various public gatherings like exhibitions, fairs, etc. Collaborate with Sales teams to create strategic marketing plans to support of Sales pipeline and revenue objectives. Overall campaign designing & execution for product launch, re-launch, regional go-to-market campaigns, and new market entry initiatives
Support Channel driven go-to-market campaigns & co-branding activities from a marketing standpoint

Training and Development of team - A companies wealth and legacy reflect in its employees and whether it would spoil your reputation between rivals or will help you stand tall among the leaders of the industry and we could the most positive out of it in the following ways: ● Arranging training programs for employees to give them knowledge about products. ● Improving their communication skills such that they could close a deal flawlessly. ● Motivating them to achieve their desired goals. ● Arranging various hygiene and grooming sessions to build a sense of awareness and building their personality. Being the employer we must give our employees the best working environment they’ve ever seen before because one could work at his/her full potential only if he/she is physically and mentally healthy.

Developing and executing marketing strategies for the product portfolio to drive sales revenues and grow market share, based on consumer insights and market research

Working with the sales team in planning & executing pricing and promotion strategies that tie in with the brand positioning & image.Preparing Training material for Sales Staff on Product Information, Positioning, and Competition, usage & Unique Feature & facts.

**Responsibilities handled over various tenures include**:

Conceptualized and designed a new tool to showcase the new product formulations developed by the R&D team, to various prospective customers in a complete and comprehensive way using market research data/backup.

Coordinate with advertising, PR, direct marketing & promotion/events agencies to ensure effective communication of the brand positioning.

Analyzing & mapping ORG retail audit for movements, stocks & age of stocks of products packed in our cartons and sharing customized derivation of these repots with various brands. Continuous market, sales and consumer tracking based on primary and secondary data including commissioned research studies

**Worked with:**

**Worked with :ITC Ltd,**

**As A Area Executive, All Branches In India from 1993 - 2004.**

Planning & organizing sales activities for retailers for maximizing business volume,and managing distributor’s finances to ensure timely payments to the company.

Developing visibility solutions to Enhance visibility of products in the Market.

Ensuring AVF for all products of ITC.

Responsibilities developing the distribution for all FMCG products and increasing the market presencefor all products with the help of best Implementation of market inputs.

Being a local resource of the branch, I actively participate in the Stock.

Control and other functions for the branch.

Taking care of primary and secondary sales and target achievement.

Expansion of existing market share by adding new retailers, Monitoring competitor activities and formulating action plans.

Time to time Organizing shop activities & Sales Promotional Camp Recruitment and Training to distributors’ Sales Person.

**Achievements:**An Achievement Oriented Management Professional with the Ability to work with the team, facing all the challenges and providing the best to my capabilities. A team player with focused planning, execution and interpersonal skills and quick Adaptability,

**Scholastics:**

* **High School from U.P. Board, Allahabad: in…………………… 1988**
* **Intermediate from U.P. Board, Allahabad: in …………………… 1991**
* **B.Sc. from CCS University, Meerut: in………………………….. 1993**
* **M.Sc from CCS University, Meerut: in** …………………………… **1995**

**Personal Dossier:**

 **Name : …………………………….. Narender Kumar Sharma**

 **Father: Name : …………………… Late Sh Pitamber Sharma**

 **Date of Birth:……………………... 1st July’ 1969**

 **Language Known:………………… English, Hindi & Punjabi/ Bengali.**

 **Passport :………………………….. H-5239360**

 **PAN Card : ………………………. AGJPSO750L**

 **Marital Status :………………….. Married ( 2 Kids)**

 **Date You’re sincerely**

 **Place ( N.K.Sharma)**