Resume:

 **Rajiv Sharma +91 8595177031. E-mail:rsh.cfs@gmail.com**

**As on working with Krishna overseas Inc Delhi as Sr. Manager International, Bulk sales and new product development.**

 **Snapshot**: With more than 27 + yrs. of experience( Pan India and International Market) in FMCG, Food Beverages, Health Wellness, Frozen Food ,Agri- commodities sugar

Specialize in new product development and market

**Skill**: Problem solving, Critical thinking, Flexibility, Teamwork, Organization,

Responsibility and Job I Have managed in previous organisation

* Planning the sales/ revenue Budgets Quarterly/ Yearly/Product wise as per the organisation strategy of operation.
* Good knowledge of General Trade/HORECA/Modern Trade/Institutional/Govt Canteens/CPC/CSD
* Vendor development , new product development
* Good distribution Network and Team for fast placement.
* Strategy for Profitability improve
* Devise new and innovative ways to market products and services
* Handled sales of more than 600 cr and manpower of more than 350( including plant)
* Assist in designing marketing and promotional material both print and online.
* Designing of reporting system from sales network and factory.
* Leads-in house seminar and workshops to help improve the effectiveness and productivity of the sales team
* Logistic Planning of goods from factory to warehouse and further distribution.
* Sales / revenue Gantt chart for easy understanding and control of cash flow month wise.
* Setting Team target all departments having good administration knowledge and co- ordination with all department
* Good knowledge in digital marketing/media/advertising agency handling/Govt Liasioning
* Deployment of ERP /Overseeing the activities and performance of the sales team.
* Training of you salespeople.
* Legal knowledge related to work
* Understand our ideal customers and how they relate to our products.
* Customer queries and feed back
* Digital Marketing / Promotion via website and internet( have working knowledge)

Projects Handled (In my career) own store

Bisleri Plant set up (Indore, Ludhiana, Vashno devi,Karnal,Cuttak, Raipur, Kolkata)

Online book store: bookbazaarindia.com in 2010-2017 ( web designing, and sales)

Bakery Unit set up and sales Network created in 2014.( Sweetwell)

Biscuit manufacturing plant supervision/production control with a capacity of 80(Sweet well)

 Tons per day. (export)

Awards:

1. Best Salesman award In Cadburys
2. Best Merchandiser Award
3. Appreciation letter by Punjab Govt.(Education Board) for completion of Project by S.Chand.
4. Bisleri For fastest operation (plant set up)/sales (distribution network) network in Kolkata .

Education: Delhi University B.Com and PGDM Marketing Delhi( Bhartiya Vidya bhavan).

Experience Company wise:

1. Cadbury India Ltd: **Sales Officer**: April 1992 to August 2000( area covered)North India
2. Bisleri International Pvt Ltd: **Unit Head**: Sept 2000 to April 2009.( Area covered North, /Chhattisgarh/Orissa/Kolkata)
3. S. Chand Technology Pvt Ltd**: NSM/GM** Oct 2009 to August 2012.( Pan India/Africa)
4. ( 6 months took break to set up online e commerce Platform under bookbazaarindia.com own set up)
5. Sweetwell India ( P) Ltd part of( sweet well Belgium/costa Rica) : **VP/Sales/Marketing** March 2013 to August 2019.( Pan India/Latin America Exports /work in costa rica/Brazil)
6. JJD Enterprise/sweetener India Ghaziabad: VP-Sales: Oct 2019 to Dec 2020. Pan India
7. Krishna Overseas Inc Delhi. Sr. Manger International sales In FMCG/Agro Commodities since June 2021.

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With kind Regards,

Rajiv Sharma

H-379, Naraina Vihar New Delhi 28.