 **DEEPAK SWAMI**

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**Senior Level Assignments**

Business Development, Sales & Marketing, Channel Management, Key Accounts Management,

Exports, International Marketing, Distribution Management, International Business Development.

***PROFESSIONAL ABSTRACTS***

* A competent professional with 26.8 years of experience in:

**~ Sales & Marketing ~ Distributor Management ~ New Business Development~**

**~ Launch Management ~ Key Account Management ~ International Sales & Marketing**

**~ Brand Management~ Team Management~ Sales Analysis ~ Export Management**

* **Working with Organic India Pvt Limited as Assist General Manager – International Business.**
* **Currently handling SAARC Countries (Indian Sub-continent), Russia & CIS Countries, South East Asia, Middle East Countries, African Countries, Europe, New Zealand, and Australia.**
* **Working Experience in Countries – USA, Canada, Germany, France, UAE, Qatar, Oman, Kuwait, Bahrain, Saudi Arabia, Egypt, Lebanon, Morocco, South Africa, Senegal, Botswana, Angola, Ghana, Tanzania, Nigeria, Kenya, Taiwan, Indonesia, Thailand, Malaysia, Singapore, Cambodia, Myanmar, Vietnam, Philippines, Russia, Uzbekistan, Sri Lanka, Nepal and Bangladesh.**
* Experience in Launching of products in International Market.
* Hands on experience in establishing a reliable and cost-effective network of dealers/distributors and channel partners to escalate sales levels.
* Proficient in strategy formulation by in-depth study of inputs receive during market visit & fine-tuning strategies to ensure wider market reach and penetration of unexplored markets.
* Experience in marketing, organizing promotional events, conducting market research, accelerating growth, and achieving business targets.
* Exceptional communication and presentation skills.

***CORE COMPETENCIES***

***Sales and Marketing***

* Formulating sales targets, demand forecasting, sales budget achievement & managing inventory pipeline, ensuring ready availability of products/services as per the market demand.
* Organizing promotional activities to build consumer preference & driving volumes.
* Planning and implementing customer loyalty programs & conducting events.

***Business Development/ Key Account Management/ Channel Management / Distribution***

* Exploring potential business avenues & managing marketing and sales operations for achieving increased business growth & initiating market development efforts.
* Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
* Establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach for institutional sales.
* Monitoring channel sales & marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue & collection targets.
* Managing smooth and hassle-free logistics operations ensuring sufficient inventory at each sales / distribution outlet as per the market demand.
* Building attitude & training field force regarding the activity plans for organizational commitment and creating a healthy work culture for streamlining processes to ensure smooth functioning of sales operations.

***CAREER HIGHLIGHTS***

**Since December’19 – Till Date Organic India Pvt Limited – AGM – International Business**

*(Leading Organic FMCG / Body Care Company engages in Manufacturing and Distribution of Organic Tea, Infusions, Organic Food items, Organic/Natural Body Care products, Etc. having a turnover of more than Rs 350 Crores. Organic India is in collaboration with FAB India which has turnover of more than Rs 1800 Crores.*

**Role & Accomplishments**

* Overseeing the Sales/Distribution/Operations/Business Development/Marketing in international markets where company is presently doing business (60+ Countries).
* Handling a business of Rs 50 Crores PA. (8 Million USD)
* Handling a sales team of 3 export managers, 2 Cluster Managers, 1 Logistic Coordinator and 2 Artwork Designers.
* Member of Company NPD team, representing for International Markets.
* Coordinate with factory about label designing, certification department etc.
* Exploring International Markets, searching for new distributors.
* Involve in making long term & short-term strategies/planning.
* Overseeing the registration process and completing all the formalities require in launching the product in different countries.
* Participating in International exhibitions and responsible for overall setup.
* Responsible for all the budgeting and promotions.
* Decision maker for doing ATL & BTL activities.

**Feb’2016 – September’19 Maja Healthcare Division (VI John Group) as International Head – Sales & Marketing (International)**

*(Leading FMCG / Cosmetic Company engages in Manufacturing and Distribution of Beauty & Cosmetic Products, Personnel Care Products, Fragrances, Home Cleaning Products, Mosquitoes Repellents, Etc. having a turnover of more Rs 500 Crores).*

**Role & Accomplishments**

* Overseen the sales/distribution/operations/Business Development/Marketing across 36 countries / International markets where company is presently exporting its products.
* Opened 20 new countries for the company in just a span of 32 months.
* Very Good contacts with Key decision makers and Distributors in almost 50 countries round the world.
* Handled a business of Rs 25 Crores PA. (4 million USD)
* Explored International Markets, searching for new distributors & visiting them on regular basis.
* Involved in making long term & short-term strategies.
* Overseen the registration process and completing all the formalities require in launching the product in different countries.
* Participated in International exhibitions and responsible for overall setup.
* Decision maker for all the activities engaged for international market.
* Conducted analysis of the expense vs. sales for making the unit profitable.
* Was responsible for all the budgeting and promotions.
* Decision maker for doing ATL & BTL activities.

**Feb’2014 – Jan’2016 Neha Herbals Pvt Limited, Delhi, India as Manager – Exports (International Markets)**

*(Leading FMCG Company engages in Manufacturing and Distribution of Rachni Mehandi, Herbal Mehandi, Mehandi Cone, Heena, Hair Colour, Kali Mehandi, Fast Heena, Crème Colour having turnover of more than Rs 100 Crores.*

**Role & Accomplishments**

* Overseeing the sales/distribution/operations/Business Development/Marketing across all International markets specially **Nepal, UAE, Kenya, Iran, Taiwan, Myanmar, Russia, Kazakhstan, Belarus, Sri Lanka, Canada, Germany, United States, Bangladesh, Thailand, Australia**.
* Very Good contacts with Key decision makers and Distributors in the above countries.
* Exploring International Markets & searching for new distributors.
* Controlling the sales teams in different countries.
* Involve in making long term & short term strategies.
* Overseeing the registration and completing all the formalities require in launching the product in different countries.
* Studying product viability in different countries by doing market study before the launch of the product.
* Participating in International & Domestic exhibitions.
* Launched the product in UAE, Taiwan, Nepal, Russia, Myanmar, Germany, Canada & Kenya.
* Responsible for all the budgeting and promotions.

**April’08 - October’2013 Baqer Mohebi Est., Dubai, UAE as Key Accounts Manager, UAE**

*(Leading FMCG distribution company in GCC, with products like Britannia, Nutro, Baker’s Pride, TATA Salt, Cedrinca, Nutrine, Grisbi, Scott, Andrex, Vicenzi, Duni, Hills, Malizia Body Spray, Volvic water, Twinings Tea, Figaro Olives & Oil, DCL yeast maker etc with more than $ 100 million of turnover.*

**Role & Accomplishments**

* Overseen the sales & distribution operations across UAE with a business of $ 20 million PA.
* Managed the Biscuits and Confectionary division **(Britannia, Nutro, Baker’s Pride, TATA Salt, Cedrinca Confectionary & Nutrine Confectionary).**
* Responsible for Listing, Display Agreements, Rental Agreements, Promotions and Key Accounts Agreements.
* Responsiblefor all the budgeting, scheme planning and promotions.
* Launched Britannia, Tata Salt, Cedrinca confectionary & Nutrine Confectionary in UAE.
* **Successfully managed a network of Hypermarkets like CARREFOUR, EMKE GROUP (LULU), COOPERATIVES, Super Markets, Traditional Trade and WS.**
* Achieved a growth of over 50% in key accounts continuously for three years.
* Efficiently increased the market share (UAE REGION) of the product from 9% to 11.5% in the span of 1 ½ years.
* Increased the
  + Profit margin from 11% to 15% by cost controlling, proper planning and effectively utilising the work force of the company.
  + Company’ sales by improving the length and breadth of the distribution.

**Aug’06 to Mar’08 Vidyut Metallics P Limited (Supermax India), New Delhi, India as Regional Sales Manager- North India & Nepal**

*(Leading FMCG company in India, with products like SuperMax Platinum, Zorric, Rise, Thames etc with more than Rs. 1000 crores of turnover, India’s number one and world’s second largest shaving blade & accessories manufacturing company.*

**Role & Accomplishments**

* Handled sales & distribution operations across Northern part of India viz. Delhi, Rajasthan, UP, Uttrakhand, Punjab, J&K, Himachal Pradesh & Nepal.
* Managed a network of 126 distributors and over 2 lakhs retailers.
* Directed a team of 5 ARSM’s, 14 ASM’s and sales staff consisting of AFM, FSE’s, SO’s and SR’s.
* Pivotal in handling a business of Rs. 72 crores per annum.
* Handled Promotion, strategies, budgeting and scheme planning for the region.

**Jan’01 to Jul’06 Hindustan Latex Limited, New Delhi, India as Regional Manager-North India & Nepal**

*(India’s largest and the fastest growing condom & OCP manufacturing company (MOODS, Deluxe Nirodh, Ustad, Saheli, Mala D having more than 75% market share in condom market. The company’s turnover is more than Rs. 300 crores).*

**Role & Accomplishments**

* Responsible for appointing field staff/CFA/Distributors in Northern India to streamline operations.
* Directed a team of 150 sales staff consisting of ASM’s, STO, TO, SO and SR’s.
* Handled the sales & distribution operations across Northern part of India viz. Delhi, Rajasthan, UP, Uttrakhand, Punjab, J&K, Himachal Pradesh & Nepal.
* Efficiently increased the market share of the product from 5% to 14%.
* Received the Bronze Medal in All India Promo Award 2006 for the launch of Saheli (Contraceptive Pills) as a product.

**Sep’94 to Dec’00: Nanhe Mal Exports Limited, New Delhi, India as Sales Supervisor- North India**

(It is in to the business of manufacturing and marketing of Tobacco products in India with the turnover of more than Rs. 50 crores.)

**Role & Accomplishments**

* Responsible for Sales in Northern parts of India.
* Responsible for appointing C/F, Distributors in Northern Part of India.
* Handled a Sales Team.

***QUALIFICATION HIGHLIGHTS***

2002 MBA (Marketing) from Indira Gandhi National Open University (IGNOU), New Delhi

1996 PG Diploma in Marketing Management (International Marketing) from DIMS, New Delhi

1994 B.Com. (Commerce) from University of Delhi, New Delhi

***PERSONAL MINUTIAE***

Date of Birth : 18th November 1972

Permanent Address : D-18/17, Sombazar, Old Govind Pura, Krishna Nagar, Delhi- 110051 (India)

Passport No. : Z 4091934 Valid till 02/2027

Driving License : India / UAE