

# SIDDHARTHA SHARMA

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An accomplished professional with a dynamic career across multiple categories, with a record of achievement in conceiving & implementing ideas that fuel market-place presence and drive revenue, targeting assignments in Business Development / Vendor developments/ Sales & Marketing Operations with an organization of repute

Industrial Preference: Manufacturing

Location Preference: Kolkata / Open for other locations based on profile.

## THE WEALTH OF EXPERTISE ENTAILS:

- **Strategic Planning & Analysis**
- Creative Market Planning & Execution**
- **Business Development**
- **Operations and Administration**
- **Risk Management**
- **Product Placement and Branding**
- **Purchase & Product Pricing**
- **Market Research & Analysis**
- **Channel Management**
- **Vendor Development**
- **Marketing Communications**
- **Team Leadership & Supervision**
- **Liaison & Coordination**
- **Client Relationship Management**

## ACADEMIC DETAILS

- Executive Post Graduate course in Management - **MBA (Marketing)** from ICFAI, Dehradun
- Internship in **Commodity Trading & Futures Market** from U.P. Commodity Exchange in 2000
- Enrolled with The Indian Institute of Chartered Accountants.
- Bachelor of Commerce**(Accountancy Hons.)from Kolkata in 1998
- ICSE and ISC from Don Bosco School in 1993/1995

## ACADEMIC PROJECT

**Title:** Automation of RF products and Air Interface Tools.

**Organisation:** Anite, Finland

**Title:** BSNL 33.6 Million Lines Tender, Delhi

**Organisation:** Bharat Sanchar Nigam Ltd.

**Title:** Concept of Edible Oil Trading

**Organisation:** All India Oil Millers Association  
Solvent Extractors Association  
U.P. Commodity Exchange

## ACADEMIC ACHIEVEMENTS

- Participated in All India Convention for Telecom Products- IMArc Delhi, Mumbai - Presentation during the academics
- Represented JMD Infotel, Anite, JTCPL, Tongyu in various Telecom Conferences and Trade Shows held in Bangalore, Mumbai and Delhi

## PROFILE SNAPSHOT

- A dynamic professional with over a decade's experience; the latter 15 years in Business Development, SCM Sales and Marketing.
- A keen planner and strategist with exceptional analytical abilities and clear understanding of sales forecasting, product sourcing/costing/positioning.
- Holds proficiency in trading Distribution and Channel Sales, based on the value, price and market.
- Significant experiences in compiling information pertaining to market research data and accordingly take appropriate decisions.
- Possess thorough knowledge of the market exchanges.
- Adept at:**
  - Handling all Logistical operations in Import management.
  - Coordination of all Customs and Port related activities
  - Preparing documents prior to the arrival of the vessels and their discharge of cargo.
  - Ensuring the delivery of the cargo to further various destinations - by road and / or by railway.
- Conversant with the commodity market behavior with hands on exposure in trading in the physical & futures market.
- The ability to trade in wide range of product, solutions and responsive services in pre and post supply stage.
- Achieved role enhancements in respect of team leadership, decision independence, responsibility span.
- Identify new business opportunities to achieve targeted business volumes.
- Active trading of products in the domestic market involving price negotiation & logistics management.
- Sustain the existing infrastructure and plan expansion of business to new territories/markets.
- Sale of Test & Measuring Instrument, Various Tools & Accessories, subsystems CPEs and other Products to with Major Customer group include- Service Providers, Govt. Sectors, BSNL, MTNL, ITI, Internet Service Providers, Original Equipment Manufacturers, Service providers
- Identify new business opportunities pertaining to Tenders & RFP's to achieve targeted business volumes. Liaise with the business units and Govt. officials from various Telecom Circle (BSNL/MTNL/ITI)
- Liaise with the business units to establish the scope of the quantitative research required to enhance both existing product evaluations and to support the groups' entry into new markets. Track domestic and international prices in various markets & futures exchange.
- Participate in business planning, product assortment, and market and price analysis.
- Develop appropriate costing & budgeting techniques keeping in view the scale of operation.
- Purchase of raw materials for various production units across the country. Setting up of purchase system & purchase centers.
- Procurement and pricing of products, risk & logistics management
- Administered the overall support and service at all the phases of Tenders for sale of RF products at
- Pre and post supply stage. Explore potential avenues and tap areas with business potential and opportunities.

## IT SKILLS

Application Software: MS Office Suite (Word, Excel and PowerPoint)  
Operating Software: Windows 98, 2000, XP, Vista, 7, 8 & 8.1  
Designing Software: AutoCAD and Corel  
Others: Accounting Package

Computer operations and Applications from NIIT, TULEC and WWW (World Wide Web Institute)



## ORGANISATIONAL EXPERIENCE

**Since May 2014 with Optiluxx Electricals LLP., Kolkata as HOD Sales, Marketing and Business Development (Electronics Vertical)**

Optiluxx Electrical Equipments LLP (a subsidiary division of East Coast Distributors), Key role is to identify new business opportunities to achieve set business volumes, drive the team and market development for eastern region in the field of led lighting products, fixtures, fittings and luminaries.

### Key Result Areas:

- Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets
- Driving sales initiatives to achieve business goals & managing the frontline sales team and conducting competitor analysis by keeping a close view of market trends to achieve metrics
- Framing strategies for establishing greater awareness about company & its products; building brand focus in conjunction with operational requirements
- Building and maintaining healthy business relations with Distributors Channel Partners and clients- a team of 85 members. Ensuring high customer satisfaction matrices by achieving delivery & service quality norms. Implementing high impact marketing and promotional programs for driving maximum through-put. Innovating, budgeting and operating trade schemes for the state to facilitate sales with respect to the sanctioned budgets.
- Identifying challenges so as to make process better by analysing all the vertical processes and providing platform for solutions so as to achieve targets within the specified time
- Assisting in end-to-end follow-up through sales processes by applying appropriate sales-tools, tactics and strategies in order to grow sales.
- Participating in the sales planning exercise for location; gathering information about market trends, competitor's sales practices and so on
- Providing in-depth analysis of markets, industry trends, competitors & clients so as to improve strategic planning and decision making process
- Developing vendors for better price, quality, delivery & increased volumes and identifying alternate vendors
- Preparing annual plans and budgets for supply chain & logistics operations; ensuring effective distribution of products to right market and at lowest cost
- Supervising the activities like budgeting & planning of funds for procurement and sourcing of materials ensuring optimum utilization of materials
- Forecasting and planning of purchases based on the min-stock level and the information from production & sales departments.
- Conducting marketing operations like Sales Promotions, Schemes, Samplings, and Events etc through agencies in coordination with Regional Sales Department for the sale of led lights, fixtures and luminaries.

### Highlights:

- Achieved planned monthly sales targets by identifying, prospecting and qualifying new channel partners and vendors and selling through distributors in the eastern region.
- Managed the overall operations and enhanced the operational efficiency by eliminating obsolescence and achieving cost reduction through vendor development, curbing rework, service and replacement issues & sales returns, materials management and so on
- Drove business and ensured sustained growth, brand awareness focused on achieving sales targets; expanded business reach and created new sales / leads opportunities with maximum product penetration.
- Steered logistics operations for supply of products to all distributors in eastern region and administered immediate return of approved replacement stock to warehouse.
- Administered the sourcing of all logistics services entailing custom clearance, primary delivery, warehousing.

## PREVIOUS EXPERIENCE

### Nov ' 2011 to Mar '2014 – with JMD Infotel Private Limited – sister concern Sahul Electricals as Vice President- Sales and Business Development

#### Highlights:

Identify new business opportunities and driving sales initiatives to achieve business goals & managing the frontline sales team and conducting competitor analysis by keeping a close view of market trends to achieve metrics. Framing strategies for establishing greater awareness about company & its newly launched products; building brand focus in conjunction with operational requirements.

- Innovating, budgeting and operating trade schemes for the state to facilitate sales with respect to the sanctioned budgets.
- Monitoring and Handling Pre/ Post sales in order to derive the effect of the activities.
- Identifying challenges so as to make process better by analysing all the vertical processes and providing platform for solutions so as to achieve targets within the specified time
- Assisting in end-to-end follow-up through sales processes by applying appropriate sales-tools, tactics and strategies in order to grow sales.
- Responsible for finding out new opportunities and new geographies to enhance the outlet expansion process, product penetration and secondary sales.
- Launched the company's own brand product Kivi mobile phones and administered the sourcing of all logistics services entailing custom clearance, primary delivery, warehousing.
- Handling a distributor sales team of 45 members and Managing cost & workforce.
- In charge of channel management for business in the eastern region.
- Administered the overall support and service issues at the branch office for the sale of the mobile phones Kivi , Gfive and Glx at pre and post supply stage.
- Conducting marketing operations like Sales Promotions, Schemes, Samplings, and Events etc through agencies in coordination with Regional Sales Department for the sale of handsets / accessories. Accounts reconciliation co-ordination and payment follow-up.
- Liaise with the business units and Distributors from Eastern Region. Setting up of mobile repair/service centers , based at distributor's point and approved geographical areas.
- Identification for region and negotiations with the parties for Distributorship.
- Successfully administered the concept of KnocDoc an online medical portal and automated medical platform and software , catering to the medical and critical needs and emergencies of the customers with services related to care and medical supplies and medicines.

### May'06 – Oct' 11 with JTCPL ( Account – Reliance Infocom and Nokia Seimens Networks ) as Senior Manager – Marketing and Sales

#### Highlights:

Successfully trading and dealing with Major Customer group include-**Service Providers, Internet Service Providers, Government Sector (BSNL/MTNL/ITI)**, RFQ/RFP pertaining to execution of Tenders and supply of products as per respective divisions. Actively involved in **Pre and Post Sales activities, business development and client interaction** (mostly service providers and system integrators) for **(BSNL 33.6 Million Lines Tender, Reliance BTS and Microwave Antennas and IBS Solutions, Sale of test and measuring instruments from Nemo Technologies to Operators, Sale of Nemo Kits** to GTL, Reliance, etc. (Kolkata) . Original Equipment Manufacturers, Service providers, Cable Network Providers, Cellular and Basic Telephony Sector, Vendors and Contractors, Distributors and System Integrators and Managed Services.

- Sale of Test & Measuring Instrument, Various Tools & Accessories, subsystems CPEs and other related Telecom Products.
- Monitored the sale of "NEMO" Drive Test Tool Kit and Post processing tool.
- BTS Antennas, Microwave Antennas and In Building Solutions (IBS) Components and other types of Antennas
- Passive & Active Components.
- RF cables and accessoires (Couplers, Splitters etc.), connectors, Optical (GSM/CDMA) outdoor/Indoor Repeaters
- **RF (GSM/CDMA) outdoor/Indoor Repeaters, TMA and TMB** etc
- Active participation in team recruitment (assistance in selection, taking interviews etc.) Involvement in resolving customer complaints.
- Received several customer appreciations for successful resolution of their problems and for providing high-level of customer satisfaction
- Handling distributors with an avg. monthly turnover of Rs.1.35 Crores.
- Distribution Management in terms of stock management/ distributor ROI / relationship initiatives/ data management.
- Instrumental in training secondary sales force.

### Dec' 01- Mar '06 with– Ambe Edible Services as Business Development Manager

#### Highlights:

- Carried out successful trading & brokerage activities for edible oils in Bulk in the East and West Coast of India. (Uttar Pradesh, Madhya Pradesh, Gujarat & West Bengal).

- Successfully trading with the major refineries and Vanaspati plants with the extent to refineries both Physical and Chemical having capacity of 100-300 tons per day,
- Providing effective brokerage services for High- Seas Trade and in the field of import, in the East and West Coast of India.
- Generated revenue worth Rs. 4.5 Lacs to 5.50 Lacs, party-wise as per the market trends.
- Received Letter of appreciation from the management and attained a promotion based on exemplary performance.

### Oct '99- Nov '02 with Laxmi Edible Service – A.V. Agro Products Private Limited. as Assistant Manager

#### Highlights:

- Played a pivotal role in establishing Laxmi Edible Services a brokerage and trading firm and a new sister concern of 300 T.P.D edible oil refinery -A.V. Agro Products Private Limited, Uttar Pradesh – Kanpur in the field of Brokerage and Trading of edible oils and products.
- Efficiently managed a team of buyers, sellers and other refineries in purchasing & selling commodities like:
  - -Rice Bran Oil -Soyabean Oil (Crude & Degummed)
  - -Crude Palm Oil/ Palm Oil Products -Refined Oils of edible grade
- Administered the concept of Edible Oil Trading, Brokerage, canvassing, and import of edible oils and products.
- Based on the market trends generated revenue varying from Rs.3.20 Lacs to 4.50 Lacs depending upon the market
- Possess thorough knowledge of the following market exchanges like NBOT, NCDEX, SBOT, MDEX, CBOT etc.
- **Adept at:**
  - Handling all Logistical operations in Import management at party's end.
  - Coordination of all Customs and Port related activities being actively involved with respective partys.
  - Preparing documents prior to the arrival of the vessels and their discharge of cargo.
  - Ensuring the delivery of the cargo to further various destinations – by road and / or by railway.
- Conversant with the commodity market behavior with hands on exposure in trading in the physical & futures market

#### 1997- 1999

#### **Karni Technologies, Calcutta, India as a Marketing Executive;**

Handled activities pertaining to Hardware Assembly/ Sales and Web Site Designing. Worked as Genuine Intel Dealer and Channel Partner, in Calcutta

#### 1996-1997

#### **Sekhar Iron Works [P] Ltd. Calcutta, India as an Assistant to MD;**

Rendered assistance to the MD in daily Marketing and Accounts departments / Operations.

### PERSONAL DETAILS

**Date of Birth** : 17<sup>th</sup> March 1976.  
**Language Known** : English, Hindi, Marwari and Bengali (S/R/W)  
**Hobbies** : Traveling, Networking and Computers  
**Dependents** : Wife – Ranjana Sharma Son- Pranav Sharma  
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Submitted By –

(Siddhartha Sharma)