

PAWAN KUMAR SHARMA

Sales Head



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An accomplished professional with a prestigious experience, accompanied with chronicled success of **22 years** in spearheading multi-functional roles encompassing **Strategic Sales & Marketing, Channel & Distribution Management, Retail Store Operations, Store Roll-out & Expansion, Business & Operational Excellence, Business Growth and Expansion**; leveraged capabilities in conceptualizing & implementing effective ideas/ strategies which adds value to organization through inspiring leadership, rich experience & innovation excellence; targeting to express potential in challenging roles with an esteemed organization

❖ Core Competencies :

Channel Sales & Distribution Management

Business Growth, Revenue Generation & Market Penetration

Sales, Business Development, Store Expansion & Franchisee Management

Annual Business Planning

Strategic Business Planning, Vision & Thought Leadership

Retail Store Operations

Market & Competitor Analysis

Go-To Market Strategy

Key Account Management

Category Management

Team Set-up & Stabilization

Business Continuity Planning

❖ Education -

- **PGDBA (Marketing)** from Swami Satyanand Institute of Management & Development Research, Lucknow in **2000**.
- **B.Sc. (Zoology, Botany and Chemistry)** from G.F. College, Shahjahanpur (Rohilkhand University), Bareilly in **1997**.

❖ Profile Summary -

- **Dynamic, Dedicated & Strategy Architect** with expertise in overcoming complex business challenges and making high stake decisions using experience-backed judgment & work ethics across **Auto Ancillary, Automobile, Electronic Products & Security Products Industry**.
- Visionary professional with skills that reflects **year-on-year success in achieving business growth objectives**, optimizing the entire value chain of business, developing AOP & ensuring the achievement of the targeted top & bottom-line through **innovative merchandising, pricing & discounting**, and focus on continuous product turnover; skilled in turning-around the business & directing it towards growth by proactively analyzing business performance/ bottlenecks & maximizing the competitive strength for long-term success.
- Notable success in building **strategic alliances & breaking new avenues** to open an opportunity for accessing new markets through appointment of new distributors/networks, new customer acquisitions, prospective leads, reviving the existing clients, providing macro & micro level insights & so on; expertise in **creating new channel partners and harvesting untapped business opportunities**; effectively identifying & networking with channel partners, resulting in deeper market penetration & improved market share metrics.
- Innate skills in leading the process of **selection of sites, finished properties** and ensure by thorough research that the **acquisition of new stores will ensure high returns**; undertook all kind of feasibility and due diligence studies if entering into **franchisee contracts**; ensured that **store space selection** is such that they are optimum range for each size of store is displayed while delivering the required returns per square foot.
- Expertise in **managing all merchandising/ business development activities**, analyzing market trends & establishing healthy & prolonged relations with customers, thereby ensuring higher market share; conducted extensive market & consumer analysis while launching new products, arranging promotional activities & campaigns.
- Innate excellence in formulating future objectives & operational policies/ procedures for the performance for the organization; recognized for high professional merit & excellence across the career, ensuring customer satisfaction by achieving performance parameters entailing **delivery & quality norms**; defined & conceptualized continuous improvement of operational processes to **reduce shrink and achieve optimal profitability**.
- **Wealth across multi-functional roles** like Demand Planning, Depth & Width of Distribution, Business Analytics - Market & Competitor Analysis, Retail Store Operations and Market Categorization & all aspects of Product Management (customer segmentation, positioning, pricing & brand management).
- Possess **capability in planning, organizing & executing marketing strategies**, managing inventory through setting up quantity & quality limits based on sales & business plans and administering liquidation of slow moving stocks.
- **People Manager** with innate skills in recruiting, leading, training & monitoring high performing multi-cultural teams entailing **over 16 members** that excel in delivering business value with high morale & low attrition.

❖ Work Experience

December'23 to Present: - Prakash Sales – Office & School Supplies - Sales Head

Significant Highlights:

- Taking care of complete office and School supplies Project.
- Revenue generation through 225 approx. Corporate clients and academic school approx. 90+ schools including, DWPS, The British School, Excelsior American School, etc.
- **School -**
 - Align various Publication houses to fulfil school requirements related to Books.
 - Revenue generation through various school requirements like uniforms, ID cards, notebooks, stationary.
 - Introduction of new titles to schools for upgradation of syllabus.
 - Coordination with the School's Principal, owner and their Admin team for overall business generation.
 - Vendor management and coordination.
- **Corporate -**
 - Regular new product introduction to corporate clients to generate revenue.
 - To ensure accurate and timely delivery of products are required.
 - To ensure increase in width and dept of clients through regular communication with corporate clients.
 - Vendor management & coordination.

Feb'08 to May'23: Casio India Company Pvt. Ltd., New Delhi; as Sr. Manager (Sales, All India)

Growth Path:

2008: Assistant Manager (Modern Retail - Sales for Electronic Musical Keyboards)

2009: Sr. Assistant Manager (Channel Sales) All India

2010: Deputy Manager (Sales) All India

2012: Manager- Sales- All India

2018: Sr. Manager- Sales- All India

Significant Highlights:

- Attained business with **modern retail of 57 Lacs** (2008-09), **243.27 Lacs** (2009-10), **299.25 Lacs** (2010-11).
- **Achieved 57% of growth** at channel sales by developing all product category.
- Spearheaded **Digital Piano** by focusing on Piano Teacher & major potential areas of Piano's like **North East & Southern part of country**.
- Coordinated **BTL activities** to improve the product awareness.
- Recognized for **exceeding targets by 175% in 2011** and got promoted as **Manager** in recognition of the same.
- Formulated & implemented a highly collaborative comprehensive strategy across country at the product segment of **Digital Piano**.
- Successfully implemented the **company strategy and maintained discipline**.
- Maintained **PR with key dealers of country**.

Apr'07 to Jan'08: Zicom Electronic Security System Pvt. Ltd., Rajasthan as Area Manager

Significant Highlights:

- Appointed **3 franchisee (Jaipur, Jodhpur & Bikaner)** within next 2 months of Joining.
- Steered **55 units** of DVR from Jewelry shops association - Jaipur in 2nd quarter of financial year 2007-08.
- Acquired business from reputed builders & interior designers for **Video Door Bell**.

Nov'03 to Mar'07: Kinetic Engineering Ltd., Rajasthan as Sr. Sales Officer

Significant Highlights:

- Identified & located dealers at **Pali & Shri Ganga Nagar and at other 6 locations**.
- Took Jodhpur belt from **250 vehicles to 750 vehicles (NOVA)** during Nov'03-Jan'05.
- Received appreciation letter by A.G.M. on **achieving 105% of targets given for the year 2004-2005**.

Aug'01 to Nov'03: Kirloskar Oil Engine Ltd., Jodhpur as Territory In-Charge

Significant Highlights:

- Accelerated **market share from 8% to 31%** in case of TATA vehicles like **1612, 1210, 407, 709** and **from 23% to 47%** in case of tractors.
- Took initiatives like scheme as **'gain again' and increased on coupon price.**
- **Augmented business to INR 60 lacs** in 2002-2003 against INR 43 lacs in 2001-2002.
- **Received appreciation letter** by Zonal Manager and Area Manager for sales growth from Jodhpur belt.

May'00 to Jul'01: Bell InfoTech System Pvt. Ltd., Lucknow as Business Development Officer

Significant Highlights:

- **Converted 6 other computer education franchises** to Bell Info-tech and major of them were converted from Wintec to Bell Info-tech.

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❖ Roles Across The Career :

- Providing overall **leadership & management** to strategise and operationalise business plans to achieve business and financial targets with a cross-functional team.
- Partnering with core business operations to **increase the company's footprint, expand market share, and generate sustainable revenue gains.**
- **Creating annual business plan & strategies**, managing operations from the scratch; defining processes and creating appropriate systems for delegated functioning
- Reinvigorating the **company** and revamping the **business model & strategy** to build a more **responsive & market-driven organization**; developing **plans/ internal controls/ SOPs** to take the business to next.
- Creating a systematic approach to **increase reach through potential mapping and sales planning**; formulating & **executing go-to-market strategies** to leverage tremendous opportunities in terms of growth in revenue & market penetration.
- Leading **complete sales operations** including projection of annual sales, tracking of sales performance and interaction with other areas of the company to ensure that business orders are executed properly and profitably in accordance with overall business goals and objectives.
- Collaborating with Internal Marketing team to communicate **Retail Marketing Programs** to external clients to drive retail outlets sales; planning & evaluating **financial & commercial aspects of store** such as sale budgets, profit margin trends, store operating costs, manpower budgets as well as profit and loss account.
- Tracking **store KPIs (key performance indicators)** such as, **ABV (average bill value), ASP (average selling price), Conversion and Basket Size** to evaluate store operational health and taking corrective actions accordingly.
- Ensuring and evaluating **high levels of customer service** at all touch points to keep on improving service standards; tracking down every details of customer grievances and requests to identify areas of improvement that help to ensure their closure in an accurate & timely manner.
- Reviewing the web image content and **active SKU's & non-active SKU's on the site.**
- **Allocating tasks & imparting training** to team members by using interactive discussions and hands-on approaches to help members to learn and apply concepts in process; keeping a check on team performance, planning, executing and guiding team through their development and succession plans
- Planning for **better merchandise and effective pricing, consistently providing feedback** to product planning team about trends related merchandise quality comparison, new products launched by competitors and competitor pricing strategies as compared to ours along with suggesting counter steps to be taken.
- **Safeguarding business & ensuring sustained growth**, focusing on achieving or surpassing sales targets; expanding business reach and creating new sales.
- Evolving **strategic vision, driving change, infusing new ideas and taking product/process performance** and productivity to the next level
- Monitoring the functioning of processes, identifying improvement areas and implementing **adequate measures** to maximize **customer satisfaction level.**
- Contributing in **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction.

❖ Personal Details

- **Date of Birth:** 23rd March 1975
- **Languages Known:** Hindi, English
- **Address:** Ghaziabad- 201005

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