



# VIVEK SRIVASTAVA

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Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; targeting **regional level** challenging assignments in **Sales & Marketing** with a leading organization of repute  
**Location Preference:** New Delhi

## Core Competencies

**Strategy Formulation & Planning Sales & Marketing**  
**Business Development Customer & Trend Analysis**  
**Promotions & Events Management**  
**New Product Launch Reporting & Documentation**  
**Liaison & Coordination**  
**Client Relationship Management**

## Soft Skills

**Communicator**  
**Collaborator**  
**Intuitive**  
**Innovator**  
**Motivator**  
**Analytical**

## Executive Profile

- **MBA (Marketing)** with **nearly 27 years of experience** in devising business strategies for achieving business profitability & targets in varying market conditions.
- Restructured operations & introduced important measures to bring in profitability which included establishment of new local offices, strategic partner alliances for business processes and team re-organization.
- **Maximized sales opportunities**, proactively created new opportunities and **achieved sales targets**; developed & managed relationships with industry partners and worked with them on business growth opportunities beneficial to all parties.
- Expertise in **elevating & sustaining the assigned territory** in the top for sales and customer service operations with a year-on-year growth of revenue.
- Headed North India sales & marketing responsibilities for various projects which involves formulating of business strategy, developing sales and marketing programs, media & communication, branding, PR, advertising and key & strategic account management.
- Drove the **development & cultivation of positive business relationships** with the company's Customers, Distributors & Promoters; directed pricing and performance reviews to identify service & revenue improvement opportunities and manage costs.
- Excellent at executing engagement strategies for target key accounts, inclusive of messaging aligned to customer objectives, the right mix of marketing tactics to engage the account and marketing support during and after the sales process.
- **Enterprising leader** with a strong record of contributions that invigorated businesses, heightened productivity & enhanced internal controls coupled with excellent communication & relationship management & negotiation skills.

# Organizational Experience

## Current Work Profile

### Since Apr -24 with Putzmeister Concrete Machines Private Limited, New Delhi as Manager-Sales

- Solely responsible for maximizing the business of **most challenging product of the organization- Batching Plant** in Delhi NCR.
- Making strategy to cater to different segments viz. **Corporates, semi corporates, Rentals, RMCs, building contractors** with an aim to participate in each ongoing deals for Batching plants and win maximum cases.
- Understanding buying pattern of different segment and devising strategy accordingly.
- **Focused Market information** system to know the TIV, market trends, order losses, competitor activity to strategize for excelling competition.
- To keep proper eye and analysis of projects updates to assess opportunities in market.
- Have been highly instrumental in marketing activities like **seminar, exhibition, customer meet, financier meet** with my extremely good market connect to promote my product and maximize opportunities.
- All the activities from **generating the enquiry, presentation, sales to dispatch and after sales** to ensure fullest custom ensure smooth dealings.
- Ensuring Customer satisfaction with the help of my team to further **ensure repeat business** and references from all existing customers.
- Supporting my other colleagues for other products with my connect in market.
- Planned activities to **surpass the challenging targets** consistently.

## Previous Work Experience

### Jul'19 – Apr'24 with Ajax Engineering Private Limited, New Delhi as Zonal Manager

#### Growth Path

Jul'19 – Apr'20      Sales Manager- Focus products  
May '21 – Apr'24      Zonal Manager

- Solely responsible for business of **Construction Machinery in North India** marketing products like Self Loading Concrete Mixer, Batching Plant, Concrete Pump, Boom Pump, Self propelled boom pump and Slipform Pavers.
- Maintaining good rapport with All corporate, Government clients and RMCs to maximise business from this sector, which is difficult with prevalent channel sales. Hence to support channels sales and dealing directly to get business.
- Establishing strong relations with all **corporate accounts, Key Accounts, government organization** like BRO, ARMY, UPSBC to ensure communication of all latest technical advancement and conducting Client Meet/ Seminar to promote product to Contractors.
- Keeping an eye on all corporate activities to identify upcoming projects, identifying, where we can serve, presenting our solution for their need, making sales and post sales activities so as to ensure repeat business from this preferred client.
- Monitoring upcoming RMCs set up in North market to serve them . introducing vendors to RMCs and corporates who can serve them through our product.
- Playing a pivotal role in all **promotional activities** such as advertising, seminars & exhibitions to promote the product.

## Jan'07 – Jun'19 with Universal Construction Machinery & Equipment Limited, New Delhi as Regional Head – North India

### Growth Path

Jan'07 – Apr'08	Sales Manager
Apr'08 – Jul'11	Senior Sales Manager
Jul'11 - Nov'15	SBU Head
Nov'15 – Jun'19	Regional Head

- Spearheading business of entire range of **Construction Machinery in North India** marketing products like Batching Plant, Reversible Mixer, Concrete Mixers, PM Lift, Builder Hoist and Hanging Platform
- Leading a team of **5 State Heads** and **Service Team** of entire north region
- Establishing strong relations with **government organizations** like BRO, NHAI, NTPC & NHPC to ensure communication of all latest technical advancement and conducting Client Meet/ Seminar to promote product to Contractors
- Interfacing with Corporates to ensure consistent business growth opportunities aligned to company's strategic plans
- Devising **Dealer Network** to impacted organization profitability through effective strategic & tactical management decisions and new business development
- Managing all administrative activity of North India to develop & drive sales strategy, set goals for distributors, & plan for sales-in & sales-outs
- Playing a pivotal role in all **promotional activities** such as advertising, seminars & exhibitions to promote the product

### Highlights

Adjudged with **Best Regional Head of Company Awards** continuously for last three years starting from 2015-16, 16-17 and 17-18

Acknowledge with rewards for **exhibiting excellent performance & achievement of target** on a regular basis across the tenure.

Recognized as **All India Best Sales Manager** for 2010-11, 2011-12

Received appreciation as Speaker in Seminars of BAI, ASSAP Media Award, Constro, CIDC & so on

## Jan'04 – Dec'06 with Usha Shriram Enterprises Private Limited, New Delhi as Senior Sales Officer

**Highlight:** Dealt with leading **Contractors, Builders & Interior Decorators** in Delhi NCR for **complete interior solution**

Jan'99 – Dec'03 with Newage Industries, New Delhi as Sales Executive

Jan'98 – Dec'98 with Supertech (India) Private Limited , New Delhi as Sales Executive

### Academic Details

**MBA (Marketing)** from LNM University, Darbhanga in 1997

**B.Sc. (Physics, Chemistry & Maths)** from University of Allahabad, Allahabad in 1994

**Other Courses:** Short Course in Computing on MS-DOS, WordStar, Lotus, Windows & so on

**Vivek Srivastava**

**Date of Birth – April 22, 1975,  
New Delhi**