



## PROFILE

31 Years of extensive work experience in sales operations and 3P due diligence compliance management across Corporate Head Office and Branch Offices in India. Throughout my work experience as an account key manager and sales development consultant, I have excelled in managing people and operations to ensure efficient and effective outcomes, consistently increasing revenue, and enhancing productivity.

## CONTACT

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## SKILLS:

**Strategic Leadership | Operational Excellence | Team Empowerment | 3P Due Diligence & Compliance management | Key Account management / GeM management.**

## AWARDS:

- Sales excellence award for Highest Volume achievement in Usha.
- Evolve Championship Award 2020 in Hitachi.
- Winner of Diamond Category in Q4 – FY19 in B2C in Hitachi.

## Recognitions:

- Represented Hitachi at Inno Rail 2018, India's Largest Railway Innovation Show at Lucknow.
- Recognized for consistency in performance achievements and was

# BINIT BAIBHAV

**Senior Professional with 31 years of work experience in Sales operations & Due Diligence (3P compliance) management. From 1992 to 2023.**

**Rank: AGM**

## WORK EXPERIENCE

**31 Years in segments B2C /B2B / Institutional / CSD / GeM / Key Account Management & 3P Due Diligence management.**

**Johnson Controls-Hitachi Air Conditioning India Ltd:** Assistant General Manager (AGM) - New Delhi Corporate H.O. : October 2004 – Present (2023).

At Hitachi Corporate Head Office, my roles and responsibilities encompassed a wide range of strategic and operational tasks across various leadership positions and as Branch Manager and Area Manager, in North, East & South India, here's an overview of my key duties and accomplishments spread across 31 years.

- **Sales Management Govt. Business (GeM) and 3P Due Diligence Management: New Delhi Corporate Head Office of Hitachi - 2016 to 2022 and 2023:** Key Account Management.
  - Providing Sales Guidance & 3P Compliance Support to Team Members of Pan India Branches of Hitachi.
  - Develop and execute comprehensive sales strategies aligned with the company's objectives.
  - Formulate annual sales plans, sales targets, and budgets in collaboration with senior management.
  - Identify market trends, customer needs, and competitive factors to refine sales strategies.
- **Leadership and Development:**
  - Mentor, Guide and provide solutions and sales support to the sales team across Pan India Branches.
  - Set targets for the sales team in co-ordination with senior management.
  - Provide coaching, training, and mentoring to enhance the skills and capabilities of team members.
  - Foster a culture of high performance, accountability, and continuous improvement within the sales team.
- **Sales Operations and Execution:**
  - Oversee and manage all aspects of the Branch sales operations.
  - Monitor sales pipelines, forecasts, and conversion rates to achieve budgetary targets.
  - Implement sales best practices and efficient sales processes to improve operational effectiveness.
  - Collaborate with other departments, such as after sales services team, account team, Logistics team and market team to achieve sales objectives and fulfill customer needs as BM.
- **Branch Manager of Hitachi in Rajasthan & Bihar & Jharkhand State: 2012 to 2015**
- **Budget Management:**
  - Manage the sales budget effectively, tracking expenditures and ROI.
  - Allocate resources strategically to maximize sales efforts.

honored with international travel trips to Shanghai, Dubai, and Thailand over the years in Hitachi.

- Recipient of an international incentive trip to Kathmandu in recognition of exceptional performance as Golden Club member in Usha.

### **Key Competencies:**

**Mentoring & Guiding Team / Leadership | Management & Coordination | Decision Making | Good Communication and Presentation | Solution Oriented | Problem Solving / Process Implementation.**

- **Customer Relationship Management:**
  - Build and maintain strong relationships with key customers, dealers, distributors, and partners.
  - Address customer inquiries, concerns, and feedback to ensure high levels of customer satisfaction.
  - Develop and implement strategies to retain
- **Compliance and Ethics:**
  - Ensure that all sales activities adhere to legal and ethical standards.
  - Guide and drive Implementation of 3P due diligence compliance process across Pan India.
- **Area Manager of Hitachi in Hyderabad, Telangana, Bihar & Jharkhand: 2004 to 2011.**
  - Managed and oversaw sales operations for Hitachi products in the Hyderabad, Telangana region and Bihar & Jharkhand from 2004 to 2011.

**Usha International Limited:** Sales  
July 1992 to September 2004.

- **Product In Charge (AC & R - Bihar & Jharkhand) - 2001 to 2004**
  - Oversee the product management of Air Conditioning and Refrigeration products in Bihar and Jharkhand.
  - Collaborate with product development and marketing teams to ensure effective product launches and promotions.
  - Monitor product performance, sales, and market feedback to make data-driven decisions and improvements.
  - Maintain strong relationships with suppliers, dealers, and distributors.
- **Product In Charge for (Institutional Sales – Rajasthan) - 1998 to 2000.**
  - Spearhead institutional sales efforts in the Rajasthan region, targeting corporate clients and institutions.
  - Identify and capitalize on business opportunities within the institutional sector.
  - Develop and maintain relationships with key institutional clients and decision-makers.
  - Negotiate and close significant contracts and agreements to expand market share.
- **Sales Executive (Usha Fans & LEXUS Appliances - Bihar) – July 1992 to 1997.**
  - Execute sales strategies for Usha Fans & Appliances in Bihar.
  - Build and maintain relationships with retailers, dealers, and distributors.
  - Achieve and exceed sales targets while ensuring product availability and visibility.
  - Provide product knowledge and support to retail partners and customers.
- **EDUCATION :**
  - 2017 Feb :**  
**In-house Management Development Programme at Nirma Institute of Management Technology , Ahmedabad.**
  - 1989 to 1992 :**  
**Bachelor’s of Sciences in Physics Honors / Dayalbagh Educational Institute/ Dayalbagh, Agra, INDIA.**
  - 1987 & 1989 :**  
**10<sup>th</sup> & 12<sup>th</sup> from D.B.M.S. English School, Jamshedpur.**