

## DEEPAK MISHRA

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### OBJECTIVE

To blend my knowledge, experience and potential to an optimum level and deliver my best to the organization's growth.

### PROFESSIONAL SYNOPSIS

- ❖ A dynamic professional with 28 + years'of experience in Business Development, Sales & Marketing, and Supply Chain Management.
- ❖ Competent, diligent & result oriented professional, offering exposure across Marketing Operations, Business Development ,Product Promotion, Liaison & Coordination .
- ❖ Currently working with SPECTRUM INNOVATIVE ENGINEERS PVT.LTD as Deputy General Manager- Sales & Marketing.

### CORE COMPETENCIES

- ❖ Ability to adopt new situations at the earliest & New Business Development
- ❖ Distribution Management & Liosoning and Coordination.

### ACADEMIC CRENDENTIALS

- ❖ MBA (Sales &Marketing) from Sikkim Manipal University ,Sikkim in 2013.
- ❖ M.Sc.. from Govt .MotilalVigyanMahavidyalaya ,Baraktullah University ,Bhopal in 1994

### DETAILED EXPERIENCE :

#### SPECTRUM INNOVATIVE ENGINEERS PVT LTD.NAVI MUMBAI

JAN 2016 to Till date

(An Engineering & Procurement consulting house)

**Position :DeputyGeneral Manager- Sales & Marketing**

#### Job Responsibilities:

- ❖ Lead , guide and provide strategic direction to the Sales Team and achieve the personal sales objectives with the product range.through EPC & LSTK to end users like ONGC,RIL etc.
- ❖ Preparation and submission of online bids in government owned companies portal.
- ❖ Assisting OEMs to complete the online and manual process of vendor registration of their various products line items in customer's vendor portal.
- ❖ Identify and attract new customers , pursue new applications, and interact with corresponding process and product developers of the potential customers, leading to profitable future business.
- ❖ Continuously increase market intelligence and update customer and competitor data and apply the overall sales process, aiming to meet or exceed sales targets.
- ❖ Support business development and customer management by initially identifying potential customers, provision of updated market intelligence to the team and seniors.

- ❖ Negotiate and close deals or contracts with customers and provide operational guidance and support to the relevant functional departments to ensure implementation.
- ❖ Provide accurate sales forecast, supporting efficient planning of products and services.
- ❖ Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

**RENOLD CHAIN INDIA PVT LTD. MUMBAI  
DEC 2008 to DEC 2015**

(Manufacturer of transmission and conveyor chains )

**Position :DeputyManager- Sales( Regional Sales Manager- Western & Central India )**

**Job Responsibilities:**

- ❖ Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share; developing new business partners to expand product reach in the market and coordinating with the dealers to assist them to promote the products.
- ❖ Establishing and using service level and response time objectives while planning and managing the service-level quality using the real-time management skills; accountable for maximizing awareness and sales potential at leading industry events in coordination with cross functional teams.

**Product Development:**

- ❖ Assist to R& D department in development of new product range of transmission chains used in Sugar industry .
- ❖ Successfully completed the Paver chain project and develop the new product range of paver chain with engineering team for road construction segment .

**Accomplishments :**

- ❖ Developed the OEM Business and dealer network in assigned territory .
- ❖ Developed the OEM and replacement business up to 5 times in terms of volume and revenue .
- ❖ **Got the best performer award for ASM in 2012**
- ❖ **In July 2012 promoted as a Deputy Sales Manager ( Regional Sales Manager )**
- ❖ **Got the best performer award for RSM in 2013.**

**SPECTRUM INNOVATIVE ENGINEERS PVT LTD.,NAVI MUMBAI  
JULY 2006 to DEC 2008**

**Position : Business Development Manager**

Spectrum Innovative Engineers Pvt. Ltd is a Liaison and consulting house engaged in Indian and overseas market catering to the OIL & GAS ,CEMENT & STEEL Industry by providing the best equipment, after sales services and solution to their customers .

**Accomplishments**

Hand holding support to company representative/Managers of our principal M/s Renold PLC UK (Hi-Tec Coupling & Chain division), Allen Gears UK etc. in after sales services as well as Plants Visits and presentation of products to Cement , Steel & Oil Industry.  
Successfully closed various pending projects of our principals with client in terms of payment and supply.(*Key Achievement* )

**EKANT DISTRIBUTORS ,JABALPUR  
DEC 2003 to JUNE 2006**

**Position : Business Development Manager**

Joined Jabalpur based trading house having distributorship of FMCG products companies like Wipro , Cavinkare , Himalaya and Gufic ..

**Accomplishments:**

Established the products of principals ( Wipro ,Cavinkare ,Himalaya ) in the local market and given feedback to the company about competitor's activities from time to time.  
Developed the entire distribution & dealer network in the assigned territory with in the targeted time.  
Build Capabilities of warehousing and logistics for better supply performance to the market.

**PLETHICO PHARMACEUTICAL PVT. LTD. , JABALPUR  
DEC1994 to DEC2003**

**Position : Area Sales Manager**

**Accomplishments:**

Joined as a fresher in Pharmaceutical and Launched Successfully the New specialized division of Anti TB, Anti Hypertensive and Anti Diabetic Medicine in the market and successfully establish the same in the market and promoted as Area Sales Manager .  
Manage and develop the team of Sales Officer for Part of Madhya Pradesh and Chhattisgarh and achieve the objective given by company time to time .

**PERSONAL INFORMATION :**

Date of Birth : 09-05-1972  
Father's Name : Shri B .N . Mishra  
Marital Status : Married  
  
Address : 24, Bluebell ,Godrej Sky Garden ,Takka ,  
Panvel , Navi Mumbai 410206

**(DEEPAK MISHRA)**

Date: 15.03.2023