

RAKESH ROY

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**~ Sales & Marketing ~ Business Development ~
~ Channel & Distribution Management ~ Client Relationship Management ~ Team Management ~**

PROFESSIONAL SYNOPSIS

16 years of experience in Sales & Marketing, Business Development, Channel Management, Client Relationship Management and Team Management. Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics. Experience in evaluating and assessing prospective dealers for developing a distribution channel and conducting regular training to Channel Sales Professional on the various aspects of sales and marketing. Hands on experience in Sales & Marketing of a wide range of products with abilities in managing sales operations, organizing promotional strategies, building relationships with customers & achieving desired goals.

ORGANISATIONAL ASSIGNMENTS

Area Operation Manager: Aqualens Division- Lenskart Solutions Pvt Ltd: Since Nov 2022

Key areas of Accountability

- Managing Sales and Distribution of contact lens division for entire east region.
- Traveling to over 3 to 4 States per month to manage each area and perform reviews of individual employees.
- Leading the B2B key account dealers along with 8 sales executive.
- Expanding the distribution network as per business requirements.
- Managing more than 2000 stores across east region with the help off executive and distribution team.
- Collaborated with cross-functional teams to align operations with corporate objectives.
- Driving retailer reward program on quarterly basis to increase category wise revenue and ensure maximum retailers falls in highest category.
- Analyzed market trends and customer feedback to develop new strategies for improving operations.

Area Sales Manager (Samsung-SBML)- Sept 2020 to April 2022: UP West- Bareilly Zone

Key areas of Accountability

- Responsible for achieving Sellout, Tertiary and Secondary objectives of the company.
- Planning for Business Growth and compare MTD with LMTD / LYTD.
- Planning of New Product Placement, Process implementation & maximize the Sellout.
- Day to Day sales tracking and Distribution / Retail operation management.
- Strategic planning and execution of Business Development and Gain Market Share.
- Managing multiple working areas in single time Product placement, Distributor & Market Investment, Distributor, Dealer outstanding, market share, retail promotions and distributionKRAs etc.
- Buildup the Strong Channel to resulting in deeper market penetration and improved market share.
- To ensure Revenue generation for a given category (Distribution & Retail).
- Monitoring competitor activities and devising effective counter measures.
- Managed a team of 8 Distributors and 7 Sales Officer and 2 Area Sales Executives
- Conduct periodical review for Sales Team and Analysis to their Performance and as well as participating into their grooming and up-gradation.

Jio Center Manager-Reliance Jio Infocomm Ltd- RoWB/ Uttarakhand: Jan 2015 to Sept 2018

Key areas of Accountability

- Sales & Distribution:
 - Monitoring S&D team to create and execute a business plane (Handset & recharge biz) for the entire area based on AOP.
 - Establishing strategic alliances / tie-ups with financially strong & reliable channel partners; implementing strategies to maximize sales and achieve revenue targets & recommending improvement in distribution network.
- Network:
 - Responsible to readiness of area network infrastructure & their maintenance / optimization in coordination with network & real estate team. Such as BTS/ IDSC /ODSC installation, Wi-Fi deployment, coverage verification.
 - Ensure 100 % RFR for all available sites within defined time frame & 100% Compliance of network audits and supervising in all network KPI related matter.
- Customer Service Delivery:
 - Supervising Customer Service Delivery team & provide action plan for customer Retention & resolution mechanisms. Monitoring CSD team and ensure all activation outlets are fully trained on the dos and don'ts of activation process and adhered process implementation.
 - Review of metrics, SLAs and TATs & Trainings and briefing communication for all regulatory, process and system updates to the team.
- Finance & Administration:
 - Driving FC&A team for accounting of channel partner commission & resolution of issues relating to settlement with the channel partner & Support NHQ Ops Centre with customer billing reconciliation.
 - Ensure 100% Compliances at branch office including Petty cash management, collections & Timely payment of operational expenses.
 - Ensure adherence to all SOPs, statutory compliances (liaison with Govt. officials) & commercial controls.

Area Sales Manager: Samsung India Electronics Ltd: Kolkata- Sept 2012 to Jan 2015

Key areas of Accountability

- Responsible for Home Appliances in assigned territory and achieve the AOP/targets.
- Handling distribution model channel sales.
- Looking after 3 distributors & handling 3 RSO.
- Handling different channels - Distributor, Brand shop, direct dealers and sub dealers.
- Increasing the physical and volume reach.
- Appointing training and monitoring of In-shop promoters and DSO's.
- Executing trade Schemes.
- Tracking and reporting of Competitor activities.
- Total turnover – approx. 20 cores / per annum.

Area Sales Manager: Idea Cellular Limited: Kolkata/ RoWB - Aug 2009 to Sept 2012

Key areas of Accountability

- Managing Idea Cellular Ltd, GSM business for Coochbehar, Jalpaiguri & part of Darjeeling district and leading a team of 8 Territory sales manager to achieve AOP targets in terms of new subscribers & Net Addition, Revenue, BTS wise MoU and DAO.
- Conduct Business reviews with team to monitor the performance against the sales plans and targets for the Sales and Distribution operations and provide clear objectives, daily tasks and functional responsibilities to the team.
- To prepare plan for Zonal budget utilization for quality gross acquisition from A-category retailers, High value customer (HVC) acquisition and VAS penetration, distribution list
- Analyzing BTS wise capacity utilization, revenue collection, Active Gross acquisition, and Net addition of Subscriber base and providing guidance to TSM team to improve the distribution infrastructure accordingly.
- Analyzing marketing trends and tracking competitors' activities and providing valuable inputs for product enhancement and sales & marketing strategies.
- Ensure a high level of merchandising excellence and identification of best possible promotional methods through effective campaign management

Customer Relation Executive: JK Tyre & Industries Ltd- Kolkata: March 2008 to August 2009

Key areas of Accountability

- Looking after the entire Kolkata Region (West Bengal, North East Sates & Andaman Nicobar).
- Arranging Customer Contact Programme (CCP) & Customer Interaction Programme (CIP) with the help of sales team.
- Coordinating between Sales & Service team for different market feedback related issues
- Understanding the need & demand of the customer & forward their feedback to Sales & Product development team to generate new sales.
- Launching & implementing Customer Relationship Management programme in Kolkata region.
- Analyzing CRM data for the future sales plan in existing market as well as to penetrate the new market; managing the SAP-CRM module.

Channel Sales Executive: Tata Teleservices Limited, Siliguri: Dec 2006 to – Feb 2008

Key areas of Accountability

- Managing and reviewing a team of 35 heads DST on the basis of tasks and attained targets for the entire North Bengal & Sikkim area.
- Handled 9 distributors across the region as per channel dimension; overseeing appointment of Distributors, Channels, DSE, and DST team for RoWB and promotions and brand awareness
- Acted as a support system for Parsec operation for RoWB and Kolkata.
- Attained 55% growth in institutional business achieved.
- Appointed new DST & Channel Partners in North Bengal & in Kolkata Area.

Sales Officer: Nilkamal Plastics Limited- Siliguri: Jul 2004 to Dec 2006

Key areas of Accountability

- Leading and managing the total team of 10 people and establishing the growth model of the organization into the channel; maintaining liaison with 5 distributors.
- Driving secondary sales and handling local promotions customers thereby preserving the market share of the company.
- Instrumental in setting up the alternate channel model structure as designed and formulated by the company and successfully ran the business through the building up of such a structure in the assigned territory.
- Appointed 4 Distributors across the region.
- Developed a concept of WD (Wholesale Dealer) who could manage their own distribution channel and thereby contributing substantial business to the company.
- Taken the initiative of organizing “Event Based Sales” (to enhance more productivity and ensure increment of active dealer) and successfully incorporating the same in the prime function of the company.
- Organized market mapping activity twice thereby achieving success in terms of collection of institutional database.

SCHOLASTICS

- Post Graduate Diploma in Business Management (Marketing & International Business) from Maharishi Arvind Institute of Science & Management, Jaipur in 2004.
- B.Sc. (Maths Honours) from Presidency College, Kolkata in 2002.

PERSONAL DOSSIER

Date of Birth	31 st December 1979
Linguistic Abilities	English, Hindi and Bengali