Ratnesh Trivedi

Head - Strategy & Distribution Channel at Dollar Industries Ltd,
Ex-Emami |Sales| |Sales Capability| |Supply chain| ROI |

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Top Skills

- **Strategic Planning**
- **Business Development**
- **Sales & Marketing**
- **Training & Development**
- **Project Management**
- **Reach &Range Expansion**
- **Distribution Channel**
- **Sales Automation**
- **Business Excellence**
- **Supply Chain Management**
- **MS Excel/PowerPoint**

Key Achievements

- Achieved more than 40% sales growth in reach and range expansion within year for assigned areas

- Conducted more than 1000 hours of sales people training which includes more than 500 hours of training in current organization

- Lead execution of more than 10 projects which added additional value in organization growth

- Lead distribution channel expansion by geocoding, route optimization, Rural sales model

Summary

A goal-oriented Sales Professional with an extensive successful record of streamlining and automating distribution channel. Builds and maintains a loyal and reliable distribution channel through strong relationship-building and leadership skills, and excels at devising strategies for increased results. Skilled in bringing out the best in staff, able to manage effectively and recruit talent. Strong organizational and time management ability, skilled in planning, scheduling and meeting deadlines. Driven to succeed a valuable addition to a forward-thinking company with strong opportunities for progression. On a personal level I act professionally at all times and encourage the highest standards from my staff.

Experience

Head- Strategy & Distribution Channel | Dollar Industries Ltd | Dec/2018 - Present
(Kolkata)

Leader of transition of sales process to a new paradigm implementing theory of constraints, leading distribution channel to maximize the reach and product range placement at maximum retail outlets. Lead training of more than 500 hours to make team more skilled

- Leading formulation and implementation of new SOPs and driving KPIs of the sales team
- Leader of all India sales team with distribution channel of more than 900 distributors and sales team of more than 500 members (RSM/ASM/TSO)
- Achieving targets and maximum primary sales keeping focus on secondary sales followed up by post sales services
- Leader of Business Excellence team of size 20 members to create visibility of business being done on ground level
- Leader of optimization of supply chain to avoid over stocking of products at company and distributor level
- Leader of solution implementation for Automation of sales, manpower and supply chain
- New product launch, distributor ROI calculation

Business Analyst | Emami Ltd |

June/2017 – Dec/2018

Leading of mobile Sales Force Automation project, Outlet Expansion and central distributor management system for South Asia, Vendor Management, Business Inteligence Reports design, Coordination with stakeholders from different departments

- Lead the 1.3 lacs outlet expansion and segmentation across the India
- Leading the planning and rollouts for mSFA projects having 1800 users to automate the secondary sales order booking process
- Designing the BI reports as per the requirement and deployment of the same
- Conducted more than 200 hours of the training across the India to train the sales team about sales process and new systems
- Coordinating with the vendors and managing business process automation
- Part of the Business Blueprinting team for new projects

Senior Analyst |Reckitt Benckiser India Pvt. Ltd. (Beacon Analytics)
June/2016 – June/2017

Leader for integration of *SFA/MFA* model deployment, *data integration and Sales Re-platforming* projects in various countries. Also leading a global project to provide a system to the management to keep sales force system more efficient, and transparent.

- Leading the deployment and migration of the DMS from current to a new platform.
- Implementation of SFA,MFA, and the Rural model to make the system more efficient.
- Big data integration & new sales support platform implementation for internal use
- Planning and execution of the project to meet the deadlines

Sales Project Coordinator, Reckitt Benckiser India (P) Ltd. (Teamlease)

July/2014 – May/2016

In charge of a team of 8 GTM routers, and responsible for leading the implementation of Digital routing and outlet expansion, and other GTM activities. Also in command of ensuring that the companies and its customer goals are aligned and met.

- Leading the deployment and migration of the DMS from current to a new platform.
- Implementation of SFA, MFA, and the Rural model to make the system more efficient.
- Planning and execution of the project to meet the deadlines
- Managing and setting up the standards for the team to ensure that key target areas are always covered.
- Maintaining strong and cordial relationships with corporate level sales and sales managers.
- Lead the implementation and support for HHT used for order booking to increase the active DBSRs and usage.

Designation	Company Name	Duration
GTM Router	PepsiCo India Holdings Pvt Ltd (YomaMulti)	May'14 To July'14
IT Consultant	PepsiCo India Holdings Pvt Ltd (Adecco)	Sep'13 To Apr'14
Area Sales Manager	Securatronics	Apr'12 To Sep'13

Education

University of Pune
Master Of Computers Management, Information Technology (Software Development) · (2010 - 2012)

Sinhgad Institute Of Management
Post Graduate Diploma Of Management, Marketing · (2010 - 2012)

Integral University
Bachelor Of Computer Applications, Information Technology (Software Development) · (2007 - 2010)