

# **ANOOP SRIVASTAVA**

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## **PROFILE SYNOPSIS**

- A result oriented Leader with 25+ years of rich experience in steering the functions Of Sales & Marketing , Business Development, Team Mgt, with focus on Distribution Network Engagement Strategies and Customer Acquisition.
- Wide experience in FMCG Sales with demonstrated competencies in Launching & scaling startups, driving Outlet/Channel expansion by implementing Trade Mktg tools for the channel and consumers.
- Worked on Retail Business Models, managed new product launches by executing Pdt promotion events ,strengthening relationship with distributors and dealers.
- Driven deeper market penetration and supported the Sales function by heading Trade Mktg functions ,by designing promotional schemes and plans as well as consumer Schemes to support Sales.

## **CORE COMPETENCIES**

- Bz Development & Sales > Territory Mgt > Dist Mgt > Smart Knowledge of Geographical Area
- Sales Planning > Channel / Outlet Expansion > Customer Acquisition
- Brand Management > Product Management > Market Intelligence

## **PROFESSIONAL EXPERIENCE-**

**Southern Labs Pvt Ltd /Area Sales Manager/U.P./Nov-22 to Feb-23/Industry-HomeCare Mosquito Repellent (FMCG)-**As the Company was new in North India, Setting up the Network of CSA,SS,DB's across the State , Recruitment of Sales Team , Launching of Pdt's in the Mkt,Managing CSA at Lucknow , Sales Planning & Projections,Stock Mgt,CSA Stocks.Handling Channel Sales,Distribution & Productivity.

Along with a On Roll Team of 3 ASE's,6 SO's and 3 SR's Appointed CSA at lucknow,5 SS at Varanasi,Lucknow,Prayagraj ,Jaunpur & Jalaun,10 DB's and 18 Sub DB's in 3 Months, and placement of Products at 950 + Outlets.

**Baba Sales Corporation /Business Partner / East U.P. Aug -17 to Aug 22.Industry-Paints ,Wood Finishes,Adhesives,Homecare ,Hardware & Abrasives.** Handling Sales & Marketing, Rural Distribution (primarily focusing on East & Central U.P. with a network of more than 150 Dealers) with a team of 5 Sales Officers .Exclusive tie up with different companies for Sales & Promotion for different Products including Paints (Decorative,Automotive),Putty,Tile Adhesives ,Wood Polish Items Abrasives, Home Care/Hygiene Products (Floor Cleaners, Phenyles)Cleaning Tools,Brushes and Hardwares.

**Florasense Cosmetics,Mumbai /Sales Manager - North India /Nov14 to July17 Industry-Cosmetics** - To Set up the Distribution Network across North India(Rajasthan,Haryana,Uttarakhand & U.P.) by Appointing Super Stockists ,Distributors (12 SS and 106 DB's ) Recruitment of Sales Team,Training & Managing. Product Launching & Sales Promotion Activities.

**Anand Technologies,Bhopal / Business Development Manager - U.P/ May13 to Nov 14 Industry-Paints ,Wood Finishes,Adhesives ,Thinners.** - Handling a Team of 3 ASM's and 10 Sales Executives to manage Dealer and Distributor Network of U.P.& NCR through Channel Sales, Market Expansion by New DB Appt in New Areas,New Pdt Launches,Achieving Sales Projections Targets & managing the Company Depot.

**Herbalife International/Sales Partner-Delhi/April 09 to April13 -Industry (Wellness & Healthcare Industry FMHG & Nutritional Food Pdts)** -Delhi,Bihar,Punjab,Haryana ,Rajasthan & U.P.in Health, SkinCare & Beauty Cosmetics Segment.Market Expansion by Appointing Distributors & Franchises.

**ABN AMRO BANK NV ( Royal Bank of Scotland),Delhi /Sr.Manager- Sales/July-07 to March 09 - Industry Consumer Finance-Personal Loans,Credit Cards,Health Insurance** for Delhi,Punjab & Haryana regions - Market Expansion, Managing DST,DSA & Tele Calling Setup Channel with a Strong Sales Force of 1500+ Head Counts including ASM,Unit Managers,Team Managers,Team Leaders,DTLeaders,Sales Executive & Tele Callers.

**SBI Cards & Payment Services Pvt ltd -Delhi /Area Sales Manager/Nov 05-June 07 Industry-Credit Cards & Health Insurance.** Sale of Credit Cards & Health Insurance for Delhi & Punjab.Managing DST & Tele Calling Setup,Finance Control,Sales Promotion Activities,Sales Planning,Projections,Sales force recruitment & training.Coordinating with SBI Branches & Services.

**Bisleri International Pvt Ltd -Jaipur,Rajasthan / Sales Manager / Feb 05 to Oct 05 Industry Beverages** Managing Sales (Retail,Institutional and Corporate) with a team of ASM's,ASE,SE and Route Executives. Operations,Logistics,Devlopement of New Mkts,Sales Promotion Activities,Advertisement,Stock Planning And Sales Projections.

**Glaxo Smithkline Consumer Healthcare/ Sr.Sales Officer-Rajasthan & East U.P.Jun 99 to Jan 05 Industry- Nutraceutical,Healthcare FMCG & OTC**-Managing DB Network, Mkt Expansion by appointing New DB's with a Sales team for achieving Primary & Secondry Targets,New Pdt Launches,Market Penetration Trade Promotions.

**Haldiram Manufacturing Co. Ltd / Territory Sales Incharge -Varanasi U.P./Jul 97 to May 99,Industry- FMCG -Snack Food,Namkeens,Beverages.** Managing & Appointing Distributors for Targets, Distribution Expansion & launching New Products.launched Rs.5 Pack of Namkeens in East U.P.

**Academic & Professional Qualifications :**

B.Sc ( Phy,Chem) Awadh University,Faizabad(U.P) , M.B.A (Marketing) I.M.S.,D.A.V.V Indore (M.P.),Diploma in Export Management IIEM,Banglore.

**Date of Birth** : 15<sup>th</sup> October,1973

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