# **UTTAM KUMAR SINHA**

Innovative and results-driven professional focused on achieving exceptional results in highly competitive environments that demand continuous improvement & expansion, constantly translating vision into winning strategies; targeting Sr. level assignments with an organization of high repute

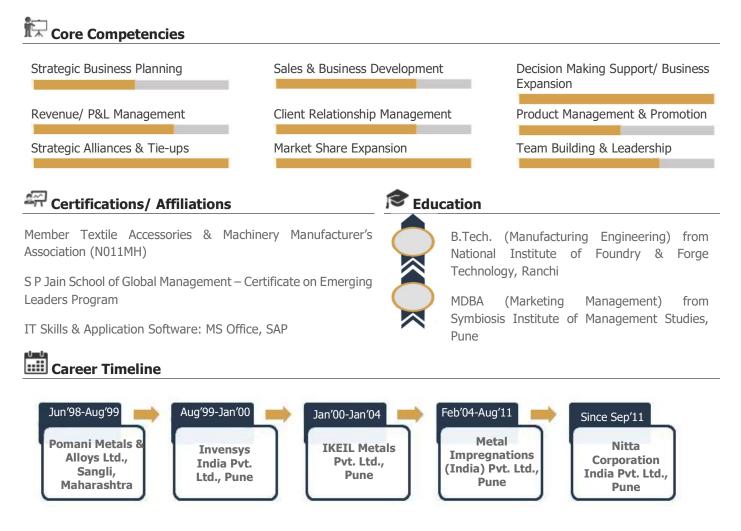
#### 🔀 sinhauk9@gmail.com

## Profile Summary

A qualified Persuasive and influential C-Level professional with over 24 years of experience in Strategic Leadership, Green Field Project Development, Business Development, Key Account Management and Profit Centre Operations across Engineering, Home Appliance, Foundry, Auto-ancillary, Industrial Printing & Packaging, Textile Machinery, Sanitary, Food & Pharma, FMCG and ATM Service industry

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- Innate excellence in spearheading entire spectrum of Sales & Marketing and Business Development and exploring potential business avenues across various regions/ segments
- Delivered outstanding business growth outcomes in highly competitive/challenging markets and provided multiple digit growth of Revenue, fueling marketplace presence
- Worked as the 1<sup>st</sup> employee of the company and successfully established and executed the Greenfield Project right from the scratch and achieved the business objectives with Nitta Corporation India Pvt. Ltd.
- Broad-based expertise in establishing effective goals, targets, and policies that benefit the organization; working with departmental heads to outline procedures that will meet growth objectives
- Specialist in building relationship and selling solutions effectively to Key Decision-makers & C Suite Professionals (CXOs/CIOs/CTOs), establishing high volume, long-term and profitable accounts with excellent levels of retention
- Experienced in assessing, mapping customer business pain points & recommending solutions required to address customer requirements, that optimized value for both the customer and the firm
- Key People Leader with cross-cultural management acumen handling diverse workforce and portfolios; successfully led and motivated team towards growth and success in the organization; created a clear & compelling view of future through coaching and execution; groomed the team with technical expertise on various facets as per the requirement

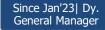


## Work Experience

#### Since Sep'11 | Nitta Corporation India Pvt. Ltd., (Japanese MNC), Pune

#### Growth Path:

Sep'11-Dec'13| Manager-Sales & Administration Jan'14-Dec'16| Sr. Manager-Sales & Administration Jan'17-Dec'22| National Sales Manager



as Executive-Marketing

as Executive-Marketing

#### **Key Result Areas:**

- Turning around business and enhancing the value of operating business units through process improvements focused on sales
   & best practice identification and implementation
- Developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives are well understood and executed by the team
- Heading business with a team of sales and supply chain specialist; managing a COGS base in excess of 300 million INR revenue
- Collaborating with the teams to develop and realize their respective growth strategies as per vision plan, while seeking support from group function heads
- Facilitating the strategic planning process to ensure that this process highlights existing business issues, making certain that these issues are thoughtfully addressed by the laid out plans; taking high-stakes decisions & combat critical business challenges
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- Spearheading the P&L activities of the division; impacting organisation profitability through effective strategic and tactical management decisions
- Conceptualising & implementing competitive strategies for generating sales and interpreting the competition to fine-tune marketing strategies
- Establishing strategic tie-ups and alliances with Technology and Business Partners and adding value to the business
- Supporting the R&D team (Japan Technical team) on product development; adhering legal compliance as per law of the land and liaising with government agencies
- Implementing go-to market strategy in order to reach customer and gain competitive advantages. Managing the sourcing, pricing, promotions & merchandising of all product line
- Monitoring and evaluating the performance of team members to ensure efficiency in process operations and overall functioning of processes, identifying and recommending improvement areas and implementing adequate measures to enhance the customer satisfaction level

#### **Highlights:**

- Global Exposure by visiting
  - Japan for product training & worldwide sales meeting
  - o China, Singapore, Canada, Germany, The Netherlands and Italy to acquire information on associate products
  - o Saudi Arabia, Bangladesh for Business Development and appointed dealers for optimum exploration
- Attending exhibition at China, Germany, Barcelona, Bangladesh & Italy
- Augmented revenue by 400 million INR and market share by 56% in particular segment from 5% through the implementation
  of Aggressive Business & Operational strategies
- Developed strategic and operational sales plans which resulted in 38% increase in overall sales and gross margin
- Successfully executed plan to replace competitor product line in a big Auto giant & generated first year revenue of 6.5 million Got Certificate of Appreciation by President & CEO of Nitta Corporation Japan
- Successfully Implemented distribution channel in Bangladesh & Saudi Arabia

#### Feb'04-Aug'11 | Metal Impregnations (India) Pvt. Ltd., (An Indo-German JV Co.) Pune Growth Path:



Achieved big account in Auto sector worth 10.5 million INR single order while working cross functionally with all department heads. Introduced the concept of AMC & price correction in spare parts sales resulted revenue generation of 6.5 million INR in First year; successfully executed New branch operation in south India

## Jan'00-Jan'04 | IKEIL Metals Pvt. Ltd., (An Indo-Korean JV Co.-100% EOU) Pune as Assistant Manager-Marketing & Sales

Experienced in enquiry generation, processing, Techno-commercial discussion with clients & submitting the offer; attended Techno-Commercial negotiation & finalization of Orders, Payment collection

OEM Clients: Tata, Hindustan Motors, Daewoo Motors, Fiat, Tata Toyo

#### Accomplishments:

- Engaged in new product development (First installation) for Tata "Indigo" new launch and generated revenue worth 4 million INR in first financial year
- Managed end-to-end operations for around 6 months and successfully develop new team

#### Aug'99-Jan'00| Invensys India Pvt. Ltd. (British MNC) Pune

Jun'98-Aug'99 | Pomani Metals & Alloys Ltd., Sangli, Maharashtra

### Bersonal Details

Languages Known: Bengali, English, Hindi and Marathi Address: Karan Ashiyana, B-Building, Flat No.: 2, Somnathnagar-411014, Pune