

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

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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**
- ❖ **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 1st 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



Core Competencies

Strategic Business Planning



Sales & Business Development



Decision Making Support/ Business Expansion



Revenue/ P&L Management



Client Relationship Management



Product Management & Promotion



Strategic Alliances & Tie-ups



Market Share Expansion



Team Building & Leadership



Certifications/ Affiliations

Member Textile Accessories & Machinery Manufacturer's Association (N011MH)

S P Jain School of Global Management – Certificate on Emerging Leaders Program

IT Skills & Application Software: MS Office, SAP



Education



B.Tech. (Manufacturing Engineering) from National Institute of Foundry & Forge Technology, Ranchi

MDBA (Marketing Management) from Symbiosis Institute of Management Studies, Pune



Career Timeline



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



Since Jan'23| Dy.
General Manager

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
- ❖ 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
 - China, Singapore, Canada, Germany, The Netherlands and Italy to acquire information on associate products
 - 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:

2004-Marketing Manager



2007- Business Manager



Since 2007- Assistant General
Manager

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

as Executive-Marketing

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

as Executive-Marketing

Personal Details

Languages Known: Bengali, English, Hindi and Marathi

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