

SATYARTH TIWARI - Senior Management Professional



Expertise in business development with hands-on experience in driving **Sales & Marketing and Business Development functions**; poised for leadership assignments with an organization of high repute

✉ : satyarth.tiwari@gmail.com 📞 +91- 7218000011



PROFILE SUMMARY

- ❖ **Business Leader** with **nearly 16 years** of distinguished career in managing entire gamut of **Sales & Marketing, Business Development, Product Management, Channel Management, Key Account Management and Team Management across Telecom, Financial Services, and Insurance industries**
- ❖ Credited for consistently growing company and improving customer engagement with the product through focused **global market research, marketing mix and business intelligence skills**; **backed with nearly 2 years of entrepreneurial experience**
- ❖ Consistently delivered multiple digit growth of **Revenue, Market Share YOY with end-to-end P&L and ROI Management**
- ❖ Excellence in devising **brand building & positioning strategy**, developing brand identity, rolling out **innovative campaigns** across traditional & online marketing
- ❖ Delivered **strategic inputs** for launching new products & services and worked closely with team for right pricing, product and ensured efficient marketing strategy was implemented
- ❖ Performance-driven professional with experience of **augmenting business, penetrating new markets** and introducing new products in diversified sectors for business excellence
- ❖ Pivotal in **establishing large volume, high profit accounts** with excellent levels of retention and loyalty; nurtured & **deepened relations with key corporate decision makers** at the top level
- ❖ Skilled in administering the overall Sales functions entailing **monitoring of Inventory, managing Channel Partners, Working Capital Management, C&F Management**
- ❖ **Delivery Anchor** with career success in delivering solutions that remedy core business issues and position the organization to reach the next level of profitability
- ❖ Highly skilled in delivering outstanding business growth outcomes in **highly-competitive markets of the region** by devising company's **global strategy**, hiring & delegating authority to implement new policies and practices
- ❖ **Change Agent** with proven capabilities in engaging with **clients, stakeholders & top management** for evolving strategic vision, driving change, building product/ services roadmap



CORE COMPETENCIES

Strategic Sales Planning & Leadership

Business Expansion

P&L / Revenue Growth

Key Account Management

Go-To-Market Strategies

Customer Retention/ Churn Management

Product Launch/ Marketing Campaigns

Stakeholder Management

Team Building, Training & Management



SOFT SKILLS

Collaborator
Communicator
Planner
Innovator
Intuitive



EDUCATION

- ❖ **MBA in Marketing** from IIPM, New Delhi in 2004
- ❖ **B.Com.** from Lucknow University, Lucknow in 2002



WORK EXPERIENCE

May'19-Dec'20: Saregama India Ltd., Lucknow as Zonal Sales Manager

Key Result Areas:

- ❖ Acted as a Zonal Sales Manager; led a 8 ASMs and 5 Sales officers and managing sales across Eastern U.P. with a revenue of INR 1 Cr./Monthly
- ❖ Ensured & achieved healthy ROI for the channel partners - distributors and retailers

- ❖ Fostered relationship with cross-functional departments such as CSD, Marketing and Finance
- ❖ Devised plans & organized various activities in close collaboration with the dealers to promote secondary sales also organized channel partner engagement activities
- ❖ Formulated regional sales plans and quotas in alignment with business objectives; acquired new customers, as well as worked on up-selling for existing customer
- ❖ Maximized the sales opportunities by proactively acquiring new clients and nurtured relationships with existing ones
- ❖ Conducted extensive business research & analysis to understand competitor activities, business expansion opportunities, customers, gaps, market trends and industry standards; identified product feature gaps impacting category performance
- ❖ Drove business growth in terms of value, volume and market share by introducing new marketing ideas and concepts
- ❖ Strategized to strengthen distribution to increase effectiveness, improve service and ensure customer satisfaction
- ❖ Revamped the business model & strategy to build a more responsive & market-driven organization; provided regular forecasts and developed plans/ internal controls/SOPs to take the business to next level
- ❖ Resolved complex business challenges and took high-stakes decisions using experience-backed judgment, strong work ethics & impeccable integrity
- ❖ Mentored team members to ensure efficiency in process operations; formulated talent retention and management strategies
- ❖ Headed performance management including staff coaching, recruitment and hosting of constructive meetings/trainings

Highlights:

- ❖ Conferred with “**Best Zonal Sales Manager**” 3 times nationally
- ❖ **Front-led the set-up of distribution** across entire UP from scratch

PREVIOUS EXPERIENCE

Oct'16-May'19: Vodafone Idea Ltd., Kolhapur, Maharashtra as Area Sales Manager

Sep'15-Oct'16: Reliance Communication Ltd., Nasik, Maharashtra as Cluster Head

Jul'14-Jul'15: Sistema Shyam Teleservices Ltd. (MTS), Vadodara, Gujarat as Cluster Head

Nov'13-Jul'14: Tata Teleservices Ltd., Rajkot, Gujarat as Zonal Manager- Branded Retail

Aug'08-Nov'13: Idea Cellular Ltd., Aurangabad, Maharashtra as Area Sales Manager- Retail & Corporate

Jul'07-Aug'08: CITI Financial Consumer Finance Ltd., Dehradun as Assistant Manager-Personal Loans

Aug'05-Jul'07: Hutchinson Essar, Gorakhpur as Executive- Retail (Postpaid)

Apr'04-Jul'05: ICICI Prudential Life Insurance Co. Ltd., Lucknow as Bancassurance Officer

PERSONAL DETAILS

Date of Birth: 6th July 1981

Languages Known: English & Hindi

Address: N-173, Aashiana Colony, Lucknow