

## SUMIR KUMAR DANDONA

Contact No.: +91-9311001750 / E-mail:skdandona@gmail.com

**Seeking senior management roles into Strategic Planning / Sales & Marketing Operations / Distribution Management / Product Management with an organization of high repute**  
**Location Preference: Delhi NCR**

### Profile Snapshot

- ✓ An astute professional with **22+ years** of rich experience in managing a gamut of functions involving:
  - *Strategic & Tactical Planning*
  - *Product Management*
  - *Customer Support*
  - *Distribution Management*
  - *Budgeting/Costing*
  - *Relationship Management*
  - *Sales & Marketing*
  - *Administration*
  - *People Management*
- ✓ Presently working with **Badri Vishal Agro Pvt. Ltd. (Brand Name : FATAK)** as **Regional Sales Manager** from June 18 to till date.
- ✓ Earlier associated with **Pratap Snack Pvt. Ltd. (Brand Name Yellow Diamond)** as **Regional Sales Manager** from 2010 to May 2022.
- ✓ Proven skills in breaking new avenues, driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/competitor moves to achieve market-share metrics.
- ✓ Streamlined & implemented sales operational practices; comfortable interacting with multiple levels of Distributors at various locations.
- ✓ Expertise in developing & managing **Retail Channels/ Distributors** in order to derive the required market share, revenue and profit of the organization.
- ✓ An enterprising leader & team player with abilities in leading multi-skilled motivated teams to achieve organisational goals by the use of the industry best practices.

### Notable Accomplishments

#### At ValasValves:

- ✓ Achieved highest sales target during financial year 2009-2010
- ✓ Successfully rolled out products in rubber and some petrochemical industries.

#### At Indian Social Institute:

- ✓ Evolved in the budgeting and costing of the company; implemented financial policies and budgets.
- ✓ Administered general tasks included verified reports, maintain required documents, reviewed remittances, assisted on payrolls and administrative services with the Municipal office.
- ✓ Efficiently coordinated for security and maintenance activities of the office included filed documents, maintain insurance coverage's, procured necessary permit and licences and company's law.

#### At G.M Pens Pvt. Ltd:

- ✓ Initiated new range of products and their related services.
- ✓ Looked after Nai Sarak area mainly for the wholesalers of the company products.

### Career Contour

Since 2010	Pratap Snack Pvt. Ltd.	Acting Regional Sales Manager
------------	------------------------	-------------------------------

**(Company Profile):** Prataap Snacks is a part of renowned group of companies having interest in Finance and Real Estate Business. The company has started its business a few years back and in a short time it has established its Brand " Yellow Diamond" which is recognized as tongue tickler of over a million consumers the freedom of choice and be able to reach out to all classes of consumers. It has wide of products in innovative pack sizes of Chips, Chulbules and wide range of Namkeen and cakes.

#### Responsibilities:

- ✓ Formulating strategies & reaching out to the unexplored market segments for business expansion.
- ✓ Developing pricing strategies for the department; efficiently handling collection planning & managing product design and framework.

- ✓ Analyzing latest marketing trends and tracked competitors' activities, thereby providing valuable inputs for fine tuning sales & marketing strategies.
- ✓ Involved in managing and expanding distribution network; preparing and managing marketing budget.
- ✓ Recruiting New Distributors/Depots in Delhi & NCR as well as replacing the weak one.
- ✓ Carrying out various business functions including Strategic Business Planning, Market Development, Product Positioning, Brand Building, Inventory & Stock Management, P & L Accountability, etc.
- ✓ Overseeing & performing brand building activities through product launches, workshops, seminars, briefing sessions, promotion campaigns, advertising, etc; working closely on product packaging and development.
- ✓ Conducting competitor analysis by keeping abreast of market trends to achieve market share metrics.
- ✓ Implementing training & development initiatives for improved productivity, building capability and quality enhancement for existing employees & new recruits.
- ✓ Striving to deliver a superior customer service experience by effectively managing after sales service, sales procedures and policies, right product mix per location, with the help of knowledgeable and helpful staff.
- ✓ Identifying manpower requirements through proper planning and analysis.
- ✓ Coaches and mentor area/ regional teams and enable them to be better mentors and coaches for their front line sales teams. Coach, train and support them in managing their task effectively.
- ✓ Conduct the recruitment of sales personnel in coordination with the sale head.

<b>2009-2010</b>	<b>Dr Valve Engineering &amp; Traders</b>	<b>Customer Support &amp; Marketing Manager</b>
------------------	-------------------------------------------	-------------------------------------------------

**(Company Profile:** Dr valve Engineers & Traders (Brand name Valas Valve) is a South Korean Company and is looking after the business of Valas India. They are importing their products such as 3 way & 2 way piston valves, control valves, pressure regulator valve, lift check valve, knuckle joints, 4 way piston valves and strainers, etc mainly used in tyre making presses and in hot water pipeline for the execution of the presses to produce tyres prominent companies like MRF, Apollo, Bridgestone, J.K Tyres are our prestigious clients).s

**Responsibilities:**

- ✓ Handled & managed marketing operations included planning, cost analysis, logistics, clearance, material movement, quality assurance and basic idea of the functions of the products to the end users.
- ✓ Took care account of ready stock and for indenting to the manufacturing plant for the big orders.
- ✓ Interacted with the Plant Managers, General Managers, Electrical Engineers and to the Purchase people for the distribution of our products in case of emergencies.
- ✓ Executed effective marketing, promotional & brand building plans to assure achievement of market share.
- ✓ Maintained strong & cordial relationships with existing partners/ channels / distributors.

<b>Previous Assignments</b>		
-----------------------------	--	--

1996-2009	Indian Social Institute	Senior Assistant Administration
1991-1996	G.M .Pens Pvt. Ltd (Brand: Reynolds)	Sales Executive

<b>Education</b>
------------------

**Diploma in Sales & Marketing, 1992**

Anna Malai University, Chennai

**Graduation, 1991**

Sri Venkateshwara College, Delhi University

<b>Professional Courses</b>
-----------------------------

- ✓ Post Graduate Diploma in Computers involving Ms-office (Word, Excel & Power point).
- ✓ Done Powerpoint presentation course from Brilliant Computers, South Extension, New Delhi.

<b>Personal Dossier</b>
-------------------------

Date of Birth	22 <sup>nd</sup> July, 1969
Address	House No:- F-205 Vikas Puri, Opposite K.R. Mangalam School, New Delhi
Languages Known	English and Hindi

**References available upon request**