

CURRICULLUM VITAE

Ashish Srivastava

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Profile Summary:

Highly accomplished and results-driven sales leader with over 20 years of experience in managing sales operations, driving growth, and building strong dealer networks. Demonstrated success in leading cross-functional teams, conducting market research, and identifying new market opportunities. Proficient in managing pricing strategies, overseeing daily operations, and improving performance metrics. Expert in MIS management and inventory optimization to drive data-driven decision making. Highly skilled in managing and motivating teams to achieve targets and improve performance. In-depth knowledge of the geographical landscape of U.P, Uttarakhand, Gujarat, Maharashtra, Delhi, MP, Chhattisgarh, West Bengal, Karnataka, Telangana, AP, Assam, Orissa etc and other adjoining satellite towns, enabling effective market penetration and expansion. A strategic thinker with strong communication and interpersonal skills.

Professional Experience:

TOYO POWER RUBBER BELTING – SINGAPORE | ALL INDIA SALES HEAD | Since Oct 2020

- Developed and implemented effective sales strategies that stabilized the brand and drove growth in the territory.
- Managed all aspects of the sales department, including daily operations, team management, and performance metrics analysis.
- Conducted market research and identified new potential customers and market opportunities.
- Managed pricing strategies to ensure profitability at all levels.
- Provided VOC feedback to product management and other areas of the organization about client requirements and emerging/competitive market trends.

DUNLOP INDIA Ltd. | ZONAL SALES HEAD (NORTH and WEST) | July 2010 - Oct. 2020

- Oversaw WEST and NORTH regions, including Gujarat, Maharashtra, Rajasthan, Chhattisgarh, MP, UP, Punjab, Haryana, and Delhi.
- Created a strong dealer network in the region and achieved growth of over 150-200%.

- Directly entered various segments and maintained strong debtor's control.
- Managed purchase persons, executed tender processes, and handled depot operations.

UNITED BISCUITS | ASM (UP and Uttarakhand) | Oct. 2009 - July 2010

- Managed the entire regional sales function for UP and Uttarakhand.
- Handled a sales team of 12 people and appointed 35 dealers.
- Successfully launched Macvitise Biscuits in the region and conducted in-depth market penetration planning.

Hindustan Unilever Ltd. | Territory Sales In-charge | 1997-2009

- Successfully launched various products and led end-to-end launch campaigns.
- Managed and expanded the dealer network, improving distribution and sales coverage.
- Expert in managing Management Information System (MIS) to drive data-driven decision making.
- Proficient in inventory management, optimizing stock levels and reducing stock-outs.
- Experienced in managing and motivating teams of varying sizes to achieve targets and improve performance.
- Detailed knowledge of the geographical landscape of U.P enabling effective market penetration and expansion to satellite towns.

Academic Qualifications:

- M.A in Economics.