

SHIVESH KUMAR PATEL

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Aiming for senior / mid level positions in Marketing / Branding & communication / ATL/BTL / Marcom / Trade Marketing with a leading organization.

AN OVERVIEW

- ❖ **A Marketing enthusiast with MBA (Marketing)** and more than **12 years** of experience in **Marketing & Communication, Trade Marketing, ATL/BTL, Strategic Marketing**, Exposure to Digital marketing, Business Planning / Sales Planning, Managing Channel Development entailing Sales & Marketing, Channel Management (Distribution Development & Management), Client Relationship Management & Team Management majorly in diverse industries (from FMCG to consumer durable to tires) and also the exposure of working in rural markets.
- ❖ Initial tenures in sales enabled me with better understanding of channel partners as well as consumer Insights which resulted in expertise in better marketing strategy formulation planning and execution. It enabled me to be a **Go-To-Market (GTM) Specialist**.

PROFICIENCY FORTE

- ❖ **Marketing & Communications**
 - Work as a Brand Custodian and Plan & Execute Marketing strategy
 - Branding and communication (newsletters, marketing & promotional materials/collaterals/gift items/training materials, campaigns etc.)
 - ATL/BTL-From Ideation to Execution and create Brand Salience
 - 360* Marketing, Overseeing the Creative development for internal and External Communication.
 - Go To Market (GTM),Gathering consumer insights and enabling business decisions
 - Sell-in/Sell-out-Preparing and executing end to end promotional schemes and keeping a track of execution.
 - Events Management(Product launch/Partner meet/trips) across the Channels
 - Shop developments (Retail/POS/In-shop branding)
 - Develop and Manage better & Strategic Vendor Management
 - Media Planning & Buying
 - Marketing Research
 - Demand/sales forecasting/segmentation
 - Budgeting (sales & revenue, marketing & expense, branch wise)
 - Import planning & transfer pricing
 - **Digital Marketing/Online Marketing (SEM/PPC/Social media)**
 - **Google certification (Adwords) & Advanced Online Advertising Program from NIIT**
- ❖ **Go To Market (GTM) specialist**
- ❖ **Strategic Planning/ Business Planning**
- ❖ **Channel Management & Distribution**
- ❖ **Sales & Business Development**
- ❖ **Client Relationship Management**
- ❖ **Team Management (Leading a team of 6 people for overall marketing operations for All India)**

ORGANISATIONAL SCAN

March 2012-March 2018 with Bridgestone India Pvt. Ltd. At Bangalore (Earlier at Chakan H.O., Pune)
Designated as Asst. Manager – Marketing TBR

Deliverables

- ☑ Handling entire marketing portfolio (including marketing analytics / sales planning) for TBR department based at Chakan H.O. (National / pan India Role) and **leading a team of 6 marketing enthusiasts**.
- ☑ Marketing planning, marketing expense budgeting and preparing annual marketing calendar as well as sales budgeting/planning (Annual as well as 5 yrs. Mid-term plan).
- ☑ Formulating marketing strategies for key markets as well as weaker markets keeping in mind product line. Focus on 360* marketing.
- ☑ Planning and executing marketing activities like ATL, BTL, events, Product launch, dealer / partner meet, foreign trips, product promotion campaigns etc. with the help of dynamic team.
- ☑ Branding and communication (newsletters, marketing & promotional materials/collaterals/gift items/training materials, campaigns etc.)

- ☑ Promotional schemes working in terms of Sell-in/Sell-out, foreign trip, channel incentives.
- ☑ Agency/Vendor management, assisting in Media planning & buying.
- ☑ Planning and organizing promotional activities for brand awareness and customer education.
- ☑ Market research and market intelligence with help of research agencies for demand assessment, competition tracking and update on market dynamics.
- ☑ Demand/Sales forecasting and segmentation activities, import planning and transfer pricing.
- ☑ Dealer/distribution development, shop development (Retail/POS/In-shop branding)
- ☑ Assisting in **digital marketing campaigns planning and strategy development (especially SEM/PPC and social media) and monitoring of results and ROI.**
- ☑ Developing key account acquisition & alternate channel strategies (other than conventional channel).
- ☑ Product Management (With the help of technical service dept.): Right from gap analysis (product planning) to product development, product testing and product launch and post launch product feedback (Voice of customer - VOC surveys) and again repeating the cycle if any improvement is needed or for 2nd version of the product.
- ☑ Regular MIS and reporting to management.
- ☑ **GTM (Go To Market) – Fleet Approach project** – Conception to implementation and streamlining with SOP
 - Understand customer expectation and customer value for TBR tyres.
 - Key account (Big Fleet) acquisition strategy (techno-commercial aspect)
 - Technical activities (Scrap survey, tyre check, operation/maintenance study, product recommendations etc.)
 - Special & customized commercial offer/proposal development.
 - Special Task Force -Team development (Recruitment and training) – 5 members till date.
 - Market penetration and reference point for medium and small customers.
 - Voice of customer (VOC) for product feedback.

Fleet Approach (GTM Strategy) helps in overall product (marketing) and sales strategy formulation keeping in mind long term goal of organization.

Sept. 2011-Feb.2012 with Ram Krishna Care Hospital (Unit of Care Hospitals Ltd.), Raipur C.G. Designated as Asst. General Manager – Marketing

Deliverables

- ☑ Overall marketing, branding, communication and business planning & development activities.
- ☑ Planning and executing print and TV ads (ATL) for increasing awareness and patient footfalls in terms of OPD as well as admissions (hospitalization) for treatment.
- ☑ Organizing events like Health check-up camps and CMEs (BTL activities) for increasing awareness, tie-ups and footfalls.
- ☑ **Leading a team of 4 executives** to generate referrals through GPs, small clinics and nursing homes.
- ☑ Budgeting marketing expense, preparing marketing calendars and monitoring/controlling the overall budgets and results.
- ☑ Help in establishing the hospital as favorite medical tourism destination for entire Chhattisgarh and adjacent/neighboring states.
- ☑ Regular MIS and reporting to management.

Aug. 2010-Feb. 2011 with Goodyear India Ltd. At Jabalpur (M.P.) Designated as Territory Sales In-Charge (TSI) – Farm and Commercial Tyres Segment

Deliverables

- ☑ Managing sales and marketing through distributor and dealers and a team of distributor sales representatives (DSRs).
- ☑ Managing Territory/dealer mapping to identify potential market for growth and to establish point of sale to penetrate the market.
- ☑ Assessing Market/dealer network expansion in terms of width and depth.
- ☑ Making New Associate dealer appointment, dealer development and managing relationship with dealers and customers for business retention and growth.
- ☑ Providing field/sales training and induction to DSRs.
- ☑ Planning and organizing promotional activities like Mandi Campaigns and campaigns in rural areas targeting farmers for brand awareness and customer education during peak seasons
- ☑ Preparing Distributor level sales schemes (sell-out) for increasing secondary and tertiary sales specially during seasonal fluctuation
- ☑ Monitoring competitors' activity and providing product training to the dealer and his counter sales person as well as alternate channel partners.
- ☑ Regular MIS and reporting to Zonal Head.
- ☑ Evaluating feedback on:
 - Sales performance
 - Stock positions
 - Special events & promotions
 - Product feedback -Quality, Quantities, Price etc.

May 2007-Dec. 2009 with Michelin India Tyres Pvt. Ltd. (Raipur and Mumbai) Designated as Asst. Manager –Distribution, earlier designation Account Manager - Sales (Passenger Car)

Growth Path

May '07 – August '09
September '09 – dec.09

Account Manager – Sales (Passenger car)
Asst. Manager- Distribution

Deliverables

- ☑ Handling sales through existing dealer network and alternate channel.
- ☑ Managing Territory/dealer mapping to identify potential market for growth and to establish point of sale to penetrate the market.
- ☑ Assessing Market/dealer network expansion in terms of width and depth.
- ☑ Making New dealer appointment, dealer development and managing relationship with dealers and customers for business retention and growth.
- ☑ Providing field/sales training and induction to new joiners.
- ☑ Planning and organizing promotional activities for brand awareness and customer education.
- ☑ Monitoring competitors' activity and providing product training to the dealer and his Counter sales person as well as alternate channel partners.
- ☑ Evaluating feedback on:
 - Sales performance
 - Stock positions
 - Special events & promotions
 - Product feedback -Quality, Quantities, Price etc.

As an asst. manager-distribution I have also handled key accounts e.g. Leaseplan, ALD, reliance auto zone etc. and was in-charge of MPP program for India.

Attainments

- ☑ Instrumental in signing agreement with leaseplan.
- ☑ Increased distribution footprint in Mumbai by 55% and in c.g. by 60%.
- ☑ Resulted a business growth in mumbai by 100% and in c.g. by 200%.
- ☑ Appointed 3 mpp in mumbai and 1 in Raipur (C.G.) which is first in overall eastern market.
- ☑ Acquired various business deals with o.e.dealers and fleets and successfully organised various events and promotional activities.
- ☑ Earned promotion as Asst. Manager-distribution to head India's distribution and retail format and MPP programme.

May 2006-April 2007 with P.A. Time Industries (MAXIMA WATCHES), Mumbai and other parts of Maharashtra (Nasik, Dhulia, Jalgaon, Bhusawal, Nandurbar)
Designated as Sr. Sales Executive

Deliverables

- ☑ Channel sales, distribution channel management (distributor and dealer network).
- ☑ Primary and secondary sales, retail and wholesale management.
- ☑ Receivables management
- ☑ Managing Merchandising/retail branding and organizing promotional activities in terms of various channel and customer promo schemes, events and sponsorships.
- ☑ Working on Claim settlement and inventory management at distributor and dealer level.
- ☑ Achieving the monthly sales targets.
- ☑ MIS, Sales planning and forecasting, reporting and tracking competitors' activity.
- ☑ Handling, leading and motivating distributors' sales teams for target achievements.

Attainments

- ☑ Growth in business by 80%
- ☑ Consistent target achievement and earned incentives.
- ☑ Restarted/reactivated 15 closed/dead counters/dealers
- ☑ Added 14 new dealers/counters to existing and new areas for growth in business and reach of product.

August 2004-May 2006 with Hindustan Lever Ltd. (Shakti), Gwalior
Designated as Rural Sales Promoter

Deliverables

- ☑ Handling Sales and Distribution channel management.
- ☑ Working with existing dealers and appointing new dealers in rural areas (especially micro Anterior) for increasing reach of the products.
- ☑ Initiating promotional activities.
- ☑ Offering training to new dealers in villages for retailing, merchandising and home-to-home sales.

Attainments

- ☑ Overall business growth by 120% in the assigned territory.
- ☑ Increased no. of dealers from 4 to 9.
- ☑ Consistently achieved target.

NOTABLE ACCOMPLISHMENTS ACROSS TENURE

- Increased distribution footprint (dealer network expansion) in Mumbai by 55% (18 to 28) and by 60% in C.G. in Michelin
- Accelerated footprints in outskirts of mumbai to increase reach of products of Michelin
- Appointed 3 MPP s (retail format) in Mumbai and 1 in Raipur (1st in C.G. and overall eastern market)
- Achieved sales target and dealer appointment target achievements and earning performance incentives and increments
- Undertook various sponsorships and promotional activities and O.E. meets for brand awareness and product training.
- Earned promotion as Asst. Manager - Distribution to look after countrywide distribution formats and MPP program management.

ACADEMIC CREDENTIALS

- 2004 MBA with dual specialization in Marketing & Finance, from JNIBM, Vikram University, Ujjain (M.P.). Secured 67%.
- 2002 B.Sc. with P.C.M. from A.P.S. University, Rewa (M.P.). Secured 70%
- 1999 12th (H.S.C.) with P.C.M. from M.P. board, Bhopal (M.P.), secured 58%
- 1997 10th (S.S.C.) from M.P. board, Bhopal (M.P.), secured 52%

PROJECTS UNDERTAKEN

Title: Jaypee Cement Ltd.
Synopsis: Project was basically a research on "Factor analysis of cement market in Bhopal city".

Title: Top'n' Town Ice Creams.
Synopsis: Project was basically a research on "Consumer preferences towards different brands of ice creams in Ujjain city".

IT KNOW HOW

- Well versed with MS Office and Internet Applications.

PERSONAL DOSSIER

Date of Birth: 30th April, 1982
Permanent Address: Bansagar Colony, Saman, Behind the Maszid, Rewa-486005, M.P.
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