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**RESUME**

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**Introduction**:

* I am intrinsically motivated, self driven person with hands on vast sales experience in various MNC Organizations in Automotive/Non Automotive Sectors , manufacturing “Rubber/Plastic/Polymers/Gaskets products.
* I have also handled wide and diversified assignments related to Global sourcing/Vendor development, Sales administration & SCM.
* Possessed excellent leadership, analytical & team building skills for turnover growth of companies by existing/non existing/New Business Development.
* Identified gaps & improvement areas to make them ready for sales activities.

**Key Skills:-**

* Sales (OEM’s), Sales Enablement (BD) , PAN Marketing, Global Sourcing, Costing, Rate Contract, Key Account Management, Distributors sale/Developments, Price Negotiation, Team Management, Effective CRM, MIS, Concept selling, Sales Administration, SWOT Analysis, Customers Grievance Handling, Annual Sales Budgeting , Monthly Collection Plan, Sales annual Forecasting, Analytical Strong in Sales Analysis , SCM , Transfer Pricing, Concept selling, Market Dynamics(Demand & Product application), Client acquisition & Business Analyst, NPD and Business Planning.

**Work Experience:**

* Eastern Automotive Machine Tools Pvt Ltd (Diesel Bowsers-Dispenser Machines Manufacturer) Sales & Marketing Head –Current Company

Target: 5Crores yearly

* Enkay Polymers (Trading Company engaged in Engg. Plastics Business) as Business Development Head, responsible for Sales/BD in Automotive/ Electrical/Electronics/packaging industries from December2016 -31.10.2019.

Target: 12crores Yearly

Achieved: 10crores

* Sigma Freudenberg NOK (P)Limited (Sealing Solution provider company-Seals manufacturer) , Gurgaon (Automotive Ancillary-Joint Venture of Freudenberg Germany & NOK Japan in India as Senior Sales & Marketing Manager from Dec-2002-Oct-2016

Target: 60crores Yearly

Achieved: 75crores

* Anand Nishikawa Company limited (ALP), Gurgaon (Automotive Ancillary- manufacturer of Rubber profiles) as key account Manager (Automotive), North- Jan’97-Dec’02

Target: 18crores Yearly

Achieved:20crores

* Reinz Talbros Ltd (Sealing Solution provider company-Mfr. Of Gaskets, to automotive/Non Automotive Industries) , Ghaziabad as Sr. Executive Sales from 1993-1997

**Key Accomplishments:**

* Appointed New Distributors in India
* Organized Distributors meet to know about their customers, their potential, Educate about new products, Our SOB, Grievances, End user etc.
* Better coordination with concerned departments i.e R&D, Warehouse, Costing department for day to day activities/ development/quality issues.
* New business started in segments like Steel plants, Gear Box manufacturers, BHEL, Fertilizer plant etc
* Rate contract with BEML(Bharat Earth movers Ltd), Wipro, L&T Komatsu and MCL(Mahanadi Coal Field) , to retain existing business as well as increase SOB & Turnover growth.
* .Set overall sales strategy and revenue target in line with business targets and market dynamics (demand and product application)
* Identify customer segments (geography, industry, etc.) and deploy differentiated and targeted sales and marketing strategy
* Stay updated on industry trends, competitor activities and market dynamics (customer preferences) and suggest relevant opportunities to explore.

**Academia & Personnel Details:**

* PGDBA (Full Time) Board of Technical Education, Specialization in Marketing & Foreign Trade.
* M.Sc (Chemistry) from Meerut University
* CTC: 7 Lacs
* Expected CTC: Negotiable
* Joining: Immediate

(**Ashish Nagar**)