**CURRICULUM VITAE**

**VIVEK DIXIT**

Contact Address: K/5, Sneh Nagar , Alambagh, Lucknow.

Mobile: +91 8957338745, E-mail: vivek129@gmail.com

**Professional Summary**

* Competent, diligent & result oriented professional, offering 12**years** of exposure across **Sales, Marketing, Brand Management, Business Development, Team Management, Customer Relationship & Network Management, Market Research, Strategic Planning and Coordination**
* Dexterity in assessing changing market environs with an insight into the domains of market research, customer relationship management and business development; capable of establishing new milestones through evolved managerial skills; currently spearheading with **BIRLA TYRES** as a  **BUSINESS MANAGER.**
* Recognized as a proactive individual who can rapidly identify business problems, formulate tactical plans, initiate change and implement effective business strategies in challenging environments to enhance revenue generation, market share expansion and profitability
* A proactive planner with abilities in devising effective strategies for augmenting business, identifying & penetrating new market segments
* A keen planner & implementer with expertise in sales and business development activities.

Core Competencies

##### Sales & Service Administration

* Appointing New Dealers and Fleet a/c in low market share and developing existing dealer counter with proper market feed-back and current market trends with product Availability and Allocations
* Track timely payments to channel partners, sales calls, revenue records for each territory including payment of commissions and incentives.
* Interact & coordinate with service departments to ensure smooth functioning.
* Track the market activities of the competitors.
* Monitor seamless movement of material & logistics at all end points.
* Involve in secondary sales through customer Conversion, Retention and Revival.
* Revenue generation.
* Conducting demand generating activities, like consumer campaign and dealer meet.
* Depot Audit.

###### Operations Management

* Planning and organizing different campaigns for different value chain members, and also ensuring the proper presence and placement of the product in the market.
* Establish systems for effective communication between Accounts and Customer Services departments for accurate invoicing for maintaining complete records of revenue generation.
* Monitor systems and procedures for reduction in the processing of Collection to cash cycles.
* Provide necessary after sales support to clients for enhancing service levels.

Career Highlights

 **BIRLA TYRES ( Dec.2010 - -(Current Posting :- Gurgaon)**

 Business Manager BIRLA TYRES Gurgaon April 2016-

 Area Manager J K Tyre & Industries Ltd Hisar , rohtak April 14- March16

 Area Covering: - GURGAON , Manesar ,Rewari,Bawal , Narnaul

* Focus on making New Dealers and Fleet Account to enhance market reach.
* Guide the team member to enable achievement of sales and revenue targets.
* To ensure the profitability of channel partners.
* Handle recovery, logistics and timely dispatch finished goods.
* Accountable for achieving the given targets in terms of Value and Volume.
* To keep a track on the competitors activities.
* Network expansion for better penetration in the market..
* Conversion of competitors dealers and customers to the company fold.

**KEY ACHIEVEMENTS**

* **Best Area Manager Sales** in North Region for Tractor Tyres & TBR Tyre sales.
* Appointed 16 new dealers in territory, including 3 EXcusives.
* Achieved growth of 25% over last year sales volume in given Area.
* Subsequent Increased SAS and Companys business by opening 3 ACE Club Dealers and increasing the SAS Deposit by 1.15 Crore in FY 2016-2017.
* Opened 3 new IOCL Dealers & appointed 2 Steel Wheels and 3 PTP shoppes for the company.
* Got Best Sr. Sales Officer award In Lucknow , Jabalpur region .
* Recognized as identified REGIONAL TBR CHAMP.

 **J K Tyre & Industries Ltd **

 **SALES OFFICER Lucknow (jan 12- march 14**

 **SALES OFFICER Jabalpur ( (Jan 10- Dec12)**

Job Profile:

* Appointing New Dealers and Fleet a/c
* Responsible for overall Sales Target Achievement
* Conducting various customer meets and organizing campaigns and JK Tyres activities
* Collection in the market, Market Mapping & New dealer development

 **Shell India Lubes Ltd** GORAKHPUR Account Manager  **(Jan2009  Jan 2010)**

* Managing 3 distributors Gorakhpur, Basti & Sultanpur, and Azamgarh region.
* Leading team of 5 Sales Executives and Directly Responsible for both primary and secondary sales.
* Implementation of systems and procedures to streamline Dealership management.

**MRF Tyres Ltd - KANPUR Sales & Technical Engineer(Apr 2005 to Dec 09)**

Area Covered**: - DELHI ,** Kanpur region

Job Profile:

* Responsible for appointing new dealers in low market share and developing existing dealer.
* Appointed 5 Exclusive dealers and chain of profitable dealers for the co.
* Handling customer complaints regarding product and service.
* Handling OEM sales / Collection HONDA , YAMAHA MOTORS,NEW HOLLAND ,TEREX VECTRA , complaints at customer sites and provide on spot disposition report.

Conducting various customer meets and organizing campaigns and BTL activities

Additional Skills and Interests

* I am confident of making visible contribution to companys growth and profitability objectives.
* Having natural interpersonal and communication abilities for effective networking
* I am an innovative thinker, able to apply analysis and creativity to problem solving. I am a highly personable, self-motivated and diligent individual with flexibility to adapt to new situations. Driven by high energy levels and technical competence
* Excellent in oral / written communication and presentation skills
* Strong work ethics, work well with others.

Academic Background

* Master in Business Administration (Marketing & Finance)

 Lumba lucknow 2002-2004 1st Div.

* Bachelor of Science (Pcm)

 Lucknow university ,2000 1st Div.

Personal Details

**Fathers Name** **:** Kamal kant Dixit

Date of Birth: 12tj sept 1979

Languages Known: English, Hindi, Punjabi

Strengths: Active, Confident and hard-working. Excellent communication ability and organising sense.

PLACE: Gurgaon (Vivek Dixit)