



SANDEEP SHARMA

SENIOR BUSINESS | SALES & MARKETING PROFESSIONAL

An enterprising leader, acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies with outstanding success in spearheading and streamlining business & exponential scaling of the same several sectors; targeting challenging assignments in Sales & Marketing and Product Development

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CORE COMPETENCIES

- Execution & Business Planning
- Strategic Alliances & Partnerships
- P&L/ Profit Centre Operations
- New Business Development & Set-up
- Product & Brand Management
- Key Account Management
- Sales & Marketing Excellence
- Strategic Consulting & Advisory
- Client Relationship Management
- Team Management & Leadership

SOFT SKILLS



TECHNICAL SKILL

- ❖ MSOffice programs like MSWord, MS Excel, PowerPoint, sketch up, AutoCAD, Photoshop

PROFILE SUMMARY

- ❖ Success-driven qualified **EMBA In Sales & Retail Management** with **over 25 years (Organization + Entrepreneurship)** of experience in spearheading activities related to **Sales Operations, New Business Development & Expansion, Team Management & Leadership, Marketing Strategies, P&L Management** along with **revenue management**
- ❖ Provided **strategic and thought leadership**; designed and implemented marketing solutions that made a positive impact across lives of millions of clients, thousands of teammates while driving saving in crores
- ❖ **Analyzed & defined Channel Sales & Institutional Sales:** Appointing and handling new distributors and dealers Meeting various Govt. Departments, Architects/Builders/Contractors/Interior Designers & for specifying Co's products. Independently handled key accounts & strategic accounts, Like: - Hyatt, IHG, Marriott, ITC, Taj, Hilton, Samhi, Appolo, Cinepolis, Griha, CPWD, NBCC, Unitech, DLF, IREO, EmaarMGF, Bestech, Ansals, Vatika, Parsvanath, Vipul, Omaxe, Salcon, ABW, Brigade, Prestige, Sobha developers, Mahendra, Godrej and so on
- ❖ Excellence in conceptualizing and executing **innovative promotions** to enhance brand visibility and conduct **feasibility/ profitability analysis** in coordination with the **marketing team and external agencies**
- ❖ Skilled in maximizing **revenue opportunities** by achieving the set target through effective forecasting, pricing, rate management, optimal market **business mix and distribution channel mix**
- ❖ Collaborated with **sales, marketing and other key stakeholders** to understand customer insights and executed customer centric **market/ sell plans and programs**, which increased the sales & margin growth by **50%**
- ❖ A keen planner with skills in devising and implementing strategies aimed at ensuring effectiveness of operations, **realization of sales & business promotion targets** with key focus on **ROI**
- ❖ Proven skills in managing **business operations** with focus on top-line & bottom-line performance and skills in determining company's mission & strategic direction as conveyed through policies & corporate objectives
- ❖ **Motivational management style** with a proven history of building, guiding and retaining high-performance teams to develop and implement **strategies for accelerated growth**

EDUCATION

- ❖ Diploma of Interior Design from IDI, Australia (Online), 2022
- ❖ **EMBA In Sales & Retail Management from National Institute of Management (Distance Learning), 2007**
- ❖ **Environmental & Pollution Control Engineering (Civil)** from Jamia Millia Islamia, (Central University, New Delhi), 2001

ENTREPRENEURSHIP

Since Sept'17 with SKS Design Studio as Founder / MD

Key Result Areas:

- ❖ Managing overall business operations and P&L of the entire company as well as preparing strategic plan and roadmap for business growth for next 3 to 5 year and annual business & financial plan

- ❖ Spearheading the set-up of the organization value, system, process and policies as well as leading, hiring and motivating professionals and successfully promoting high performance culture in the organization
- ❖ Adhering to all company policies, procedures and business ethics codes while ensuring that they are communicated and implemented within the team
- ❖ Steering business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipeline management and hosting constructive meetings
- ❖ Maximizing profitability through benchmarking/ best practices and ensuring internal controls and accounting standards are in place as per company policy & procedures to safeguard assets and return for the owners
- ❖ Developing relationships with key decision makers via channel partners/ directly for business development; recognizing & establishing financially strong and reliable channel partners for deeper market penetration
- ❖ Growing the business profitably through strengthening current brands, new product introductions, geographical expansion, suitable manufacturing strategy, improved Human Resource quality and policy and other strategies
- ❖ Conceptualizing distribution practices to deliver top-line sales targets and spearheading all trade marketing for all channels of sales; working with Supply Chain on developing a robust supply chain matrix in order to minimize inventory costs, loss of sales and ensuring high fill rates

Projects Worked on:

- ❖ Hotel Hyatt Regency- Various Locations
- ❖ Hyatt's Office, India
- ❖ Hotel Radisson- Various Locations
- ❖ Hotel Bloom Boutique; - New Delhi (India)
- ❖ Hotel Radisson Blue (Mock-Ups): Srinagar Kashmir (India)
- ❖ Dlf Camillias: - High End Residence- Gurugram (India)
- ❖ High-End Residential Projects: Various Locations

PREVIOUS WORK EXPERIENCE

Jul'14 to Sept'17 with M/s Roca Bathroom Products Private Limited as a Head of Hospitality & Business Development

Nov'12 to Jul'14 with M/s Duravit India Private Limited as a Head of sales

Apr'10 to Nov'12 with M/s Grohe India Private Limited as an Area Sales Manager
Managed projects for DLF, IREO, EMAARMGF, BESTECH, Unitech, JW Marriot, NOVOTEL and so on

Oct'02 to Mar'10 with M/s Cera Sanitaryware Limited as a Deputy Regional Manager-Sales

Apr'97 to Sept'02 with M/s Ideal Orient Bath Fittings, New Delhi as Executive Sales

KEY RESPONSIBILITIES

- ❖ Intellectualized competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by guaranteeing healthy ROI
- ❖ Formulated pricing and go-to-market strategies for new product such as product launches, promotions & events; created innovative product concepts and offering for entry into new markets
- ❖ Reviewed and reported on the business development division's strategy, safeguarded the strategic objectives were well understood and executed by the team
- ❖ Launched focused customer outreach activities resulting in increased untapped market coverage and ramping up of market share
- ❖ Directed the expansion of channel business by sourcing new partners and maintaining efficient business relationships with existing partners to enhance profitability of business operations
- ❖ Enabled customer touchpoints to build customer centric activities
- ❖ Conducted comprehensive industry analysis to gain insights on market requirement; engaged in strategic planning in order to enhance the brand visibility in the market place
- ❖ Amplified business from existing key account (Nation-wide); enhanced value of operating business units through process improvements focused on sales & best practices; enabled collaboration among PAN India and from across countries' Key Account Managers
- ❖ Restructured teams, tracked performance and ensured the team adheres to business norms of credit collection, reporting & financial discipline for the direct & indirect business
- ❖ Evaluated & pursued business opportunities as per targeted plans and attaining increased market share
- ❖ Steered business operations for the profit center with a view to realize pre-planning sales and revenue targets; formulating profit center budget for operational / business development activities
- ❖ Managed sales promotional activities as a part of brand building & market development through consumer offers and promotional schemes
- ❖ Established the strategic alliances with channel partners steering to market penetration
- ❖ Conducted the competitor analysis by determining market trends and competitors' moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets
- ❖ Developed a high performing Sales Team that delivers target achievement and associated performance outcomes; leading the team to engage with the customers for value driven opportunities

- ❖ Drove business and ensured sustainable growth, focusing on surpassing sales targets; expanded business reach and created new sales / leads opportunities
- ❖ Employed and reported business development, marketing & promotional strategy and guaranteed the strategic objectives are achieved by the team

PERSONAL DETAILS

Date of Birth: 6th April 1977

Languages Known: English, Hindi & Punjabi

Address: Prem Apartment, Flat No:-806, Sector-21 C, Faridabad-121001(Haryana) India

Passport No: W7099123

DL. No.: HR5120060001039

Visa Status:

Marital Status: Married

Nationality: Indian

No. of Dependents: N.A.