

KAPIL GUPTA

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Seeking assignments in Sales/Marketing/ Business Development /Team Management with an organization of repute

Summary

22 years of experience in Sales, Marketing Operations, Key Account Management and Team Management.

Formerly associated with **Karcher Cleaning Systems Pvt. Ltd.** as **Regional Manager - North.**

A keen planner & strategist in managing business operations with focus the performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.

Proven abilities in driving growth through leadership in highly competitive markets.

Accountable for strategic utilization & deployment of resources to achieve organizational objectives. An effective communicator & team leadership skills and strong analytical, problem solving & organizational abilities.

Possess a flexible & detail oriented attitude.

Core Competencies

Strategic Planning

- ⇒ Establish corporate goals, short term and long term budgets and develop business plans for the achievement of these goals.
- ⇒ Actively involved in business planning and analysis for assessment of revenue potential in business opportunities.

Sales and Marketing

- ⇒ Develop marketing strategies to build consumer preference and drive volumes.
- ⇒ Evaluate marketing budgets periodically including manpower planning initiatives and ensure adherence to planned expenses.
- ⇒ Provide direction to execute promotions in sync with regional characteristics.

Key Account Management

- ⇒ Initiate and develop relationships with key decision makers in target organizations for business development.
- ⇒ Identify prospective clients from various sectors and generate business from the existing, thereby achieve business targets.
- ⇒ Evolve market segmentation & penetration strategies to achieve targets.

Team Management

- ⇒ Lead, mentor and motivate teams for extracting best performance from them.
- ⇒ Communicate the team leaders about their team sales targets and ensure that they are accomplished within the set time frame.
- ⇒ Effectively interface with people at all levels, manage healthy work environment and inculcate bonded teamwork with high work ethics.

Distribution Management

- ⇒ Identify and network with channel partners, resulting in deeper market penetration and reach.
- ⇒ Evaluate performance & monitor their sales and marketing activities.

Employment Profile

Kärcher Cleaning Systems Pvt. Ltd., as Regional Manager – North 8th Aug'2011- Sep'2017

Alfred Kärcher – Innovator and entrepreneur

Alfred Kärcher was one of the inventors and entrepreneurs who contributed greatly to the progress of Württemberg since the beginning of industrialisation, along with other figures such as Robert Bosch, Gottlieb Daimler and Count Zeppelin. He showed great dedication and commitment in implementing his ideas.

In 1939 the company moved to Winnenden, where the family enterprise still has its headquarters. At this time the company manufactures pre-heating burners for aeroplane motors and cabin heaters, amongst other things. After the end of World War II the company concentrates on products for the most urgent of daily needs, such as circular furnaces, handcarts and tractor trailers.

Entry into cleaning technology

Alfred Kärcher makes his breakthrough into cleaning technology in 1950 with the development of the first European hot-water pressure washer (the DS 350 steam blaster). The construction for heating the water proves so future-oriented that today it still serves as the basis for all of the burners.

- ✓ Administering business development through a team of Zonal Manager, four Corporate Managers, two Key Account Managers, six Territory Managers and five Assistant Sales Managers with an objective to generate business from their respective segments like Industries (production units, construction, Pharmaceuticals, Auto Ancillaries, food processing), Institutions (hotels, restaurants, contract cleaners, colleges & schools, Embassies, Malls and Catering), Auto (Auto dealerships, petrol pumps, fleet owners, car detailing shops), Government (ministries, defense, government organizations/ corporations/ institutions etc.,).
- ✓ Handling three dealers for the sales in entire North India.
- ✓ To generate business from Government/ PSU's through tenders.
- ✓ Obtaining, maintaining and retention of productive manpower to ultimately achieve the team targets.
- ✓ Conducting weekly & monthly reviews to decide the targets and strategies for the team.
- ✓ Ensuring the team's Primary and Secondary sales targets are achieved.
- ✓ Recruitment of team members by interviewing the candidates.

Sharp Business Systems (I) Ltd. as Area Manager-Corporate Sales 1st Sep'09- 31st July'11

Sharp was founded in 1912 by Mr. Tokuji Hayakawa. Sharp considers India to be an extremely important market for its products. It is a measure of this belief in the Indian market, that it has three subsidiaries in India. Sharp India Limited which set up operations in 1989 is engaged in sales of LCD TV's, Home Appliances and other Consumer Durables. Sharp Software Development India Pvt. Ltd., established in 1999 engaged in developing software for Sharp's Digital Multifunction Products. Sharp Business Systems (I) Ltd., which commenced operations on May 1, 2000 is in the fields of Solar Photovoltaic Products & Systems & Office Automation products like Digital Multifunction Products, Facsimile Machines, Multi-media Projectors, LCD Displays, Scientific Calculators, Electronic Cash Registers etc. Sharp Business Systems (I) Ltd., within a short span of ten years in India, Sharp is already amongst the top brands for Digital Multifunctional Products (Copier/ Network Printer/ Scanner/ Fax), Multi-media Projectors & LCD Panels.

- ✓ Handled sales of their product range i.e., Solar Photovoltaic Products & Systems & Office Automation products like Digital Multifunction Products, Facsimile Machines, Multi-media Projectors, LCD Displays etc., in Delhi & NCR.
- ✓ To generate business from PSU's through tenders.

- ✓ Strong analysis to enhance sales from the weak patches by doing sub patching activity to identify the gaps which lead to the decline in the overall sales & identifying the corporate major accounts.

Global Institute Of Business Management as Branch Manager

16th Mar'09- 31st Aug'09

GIBM was established in 1999 by a well known NGO Global Foundation Trust. It is also ranked among the top ten International B-Schools that provide management courses through correspondence. GIBM has over 100 specializations and management courses to choose from GIBM is an NGO working its way to reaching towards people in the most distant corners of not only India but around the world in providing Correspondence courses in management field, with specially designed courses for working professionals; from Diploma in management courses to the Doctorate level. These courses consist of concepts and case studies that provide broad exposure to relevant business concepts and management specifics. This helps them to get started as "Managers" by enhancing their productivity, capability to formulate business policies, strategies and their implications for the organization.

- ✓ Managing branches of the Northern Region i.e., Delhi, Jaipur, Haldwani & Chandigarh.
- ✓ Accelerating business in education field through a team of 9 Business Development Managers further handling a team of 7 Business Development Executives each.
- ✓ Reporting to the National Sales Manager.
- ✓ Mode of contact to customers is through tele-calling and direct approach to corporate companies.
- ✓ Responsible to generate business in the northern region to make the branches as a profit centre.
- ✓ To enhance the business every year by 15% over the previous year.
- ✓ To cover all the customer segments like students of colleges, universities and junior level employees.

Ricoh India Ltd. as Sales Manager

Apr'06- 10th Mar'09

Ricoh Company Ltd. the parent company of Ricoh India Ltd. is a US \$ 18 Billion leading manufacturer of office automation equipments, with 347 group companies spread over 15 countries with headquarter in Japan. Ricoh has the distinction of being included in the top 100 listing of most admired companies worldwide. Ricoh India is a wholly owned subsidiary of Ricoh Group headquartered in Japan one of the world's largest suppliers of advanced office technology (automation products such as digital and multifunctional devices). Ricoh had merged with its other marketing wing Gestetner in the global market aiming to become market leader (market share) in India and Global markets. Ricoh India has a sales & service network present across the country with 15 branch offices & 250 dealers.

- ✓ Administering business development through a team of six territory managers and two major accounts managers, with an objective to generate business from their respective geographical areas and defined CMA accounts like Corporate Customers, Institutions like hotels, colleges & schools & Embassies.
- ✓ Handling Geographical areas (South Delhi, West Delhi & a part of Central Delhi) and corporate major accounts & PSU's (approx 70).
- ✓ To generate business from PSU's through tenders.
- ✓ To Generate Management data through SFA (Sales force automation) and CRM (Customer relationship management) and enhance sales by getting new business and repeat business.
- ✓ Strong analysis to enhance sales from the weak patches by doing sub patching activity to identify the gaps which lead to the decline in the overall sales & identifying the corporate major accounts.
- ✓ Obtaining, maintaining and retention of productive manpower to ultimately achieve the team targets.
- ✓ To design Sales Consultant Development Plan identifying their weak areas (Product Knowledge, Selling Skills and Documentation process) and accordingly give them training to enhance the productivity.
- ✓ Conducting weekly & monthly meetings to decide the targets and strategies for the team.

- ✓ Charting out route plans and DSR and review the same.
- ✓ Ensuring the team's Primary and Secondary sales targets are achieved.
- ✓ Recruitment of team members by Interviewing the candidates.

HT Media Ltd. as Asstt. Manager

Aug'01 - Mar'06

HT Media Ltd. is a 700 crore turnover company. The flagship brand Hindustan Times is the No. 1 newspaper of Northern India. Similarly, the Hindustan (Hindi Daily) is amongst top 10 newspapers of country and is a dominant newspaper of Delhi, UP, Bihar & Jharkhand.

- ✓ Administered circulation operations, sales operations, coordination, promotional affairs, etc.
- ✓ Successfully handled sales operations in 13 districts through 65 distributors of Western UP & Uttaranchal.
- ✓ Undertaken initiatives to boost the market share in institutions comprising of hotels, educational institutions etc.

Holostik India Ltd. as Sr. Marketing Executive

Jan'98- Jul'01

Holostik India is an ISO 9001 : 2000 certified company taking progressive initiatives for the introduction and promotion of high security holograms, hologram security sticker, security hologram label across the globe. We are an undisputed market leader for Security Holograms in India enjoying more than 50 percent of the total market share. Commenced in February 1991, Holostik India Limited. The Marketing network in India includes 13 centers at strategic location.

- ✓ Governed business development in the States of Delhi, Jammu & Kashmir and Punjab.
- ✓ Brought business from Transport Authority & ITPO through tenders.

Lapinus Rockwool Pvt. Ltd as Sales Executive

July'95 - Dec'97

A flagship company of Punjsons.

- ✓ Handled sales of insulation material (Rockwool & Polyurethane foam) in Northern India.
- ✓ Generated business through tenders in Govt. & PSU's.
- ✓ Generated business from IOCL, EIL, GAIL, NTPC, NBCC, PDIL & Thermal Plants through tenders.

Scholastics

PGDBM	Institute of Productivity & Management under AICTE	1995
B. Com	Meerut University	1993

Personal Vitae

Date of Birth	;	10th April 1971
Languages	:	English & Hindi