

TARUN KISHORE

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Seeking assignments to head operations involving sales & marketing with reputed organizations

PROFESSIONAL SYNOPSIS

- An MBA with over 25 yr. experience in Publications, FMCG products & Insurance.
- Currently working with Drury Industries Ltd. Nigeria
- Proficiency in devising & executing sales plans, as per the requirements with demonstrated abilities to accelerate revenue returns and growth.
- Excellent skills in communication & presentation with proven abilities in leading motivated teams towards achieving organizational goals.

CORE COMPETENCIES

Sales/ Marketing Management

- Lead a team of Branch Managers & Agency Managers
- Plan sales objectives-primary & secondary and monitor sales to achieve pre-set sales targets.
- Implement strategies to identify new business opportunities & expand the existing market.
- Analyze & review the market response/ requirements and communicating the same to the engineering & marketing teams for coming up new applications.

Sales Promotion

- Design & implement marketing activities for enhancing brand visibility/ coverage & reach.
- Conceptualize and implement sales promotional activities such as selection/ targeting the KOL'S (key opinion leaders) as a part of market development and brand building effort.

Distribution / Channel Management

- Identifying and networking with financially strong and reliable dealers, resulting in deeper market penetration and reach. Evaluating performance & monitoring distributor sales and marketing activities.

Customer Service

- The promptness & responsiveness to the clients and provide effective after-sale service to customers. Relationship building with corporate for ensuring continued business.
- Ensuring delivery of quality services to the clients for achieving a high customer satisfaction index and enhancing the brand credibility.
- Streamlining the operations for improvising.

Team Management

- Provide direction & motivation to the field sales team, to enhance knowledge on products and selling skills ensuring optimum performance.
- Identify manpower needs and coordinate recruitment of qualified professionals.
- Train subordinates to enhance knowledge on products and selling skills.

CAREER PATH WITH NOTABLE CONTRIBUTIONS

October 2021 onwards with Drury Industries Ltd, Nigeria as Sales Head (Africa)

Contributions

- Heading Sales department.
- Handling Sales of Sulphuric acid and Alum
- Heading banking department in Nigeria
- Responsible for Foreign Exchange availability
- Reporting to Managing Director

July 2018 to September 2021 with Organic Agro Foods as General Manager-Modern Trade

Contributions

- To plan, manage, monitor and coordinate the execution of the marketing strategy for the category in order to achieve specified business and brand objectives.

To ensure category revenue growth and margin improvement Ensuring category management across category to drive the category end to end as a revenue and contribution margin deliverable.

Developing and executing annual category plans with a view to delivering on targets driving pricing decisions for existing and new SKUs/products.

To assimilate in-depth consumer and category understanding Assimilating knowledge about the market and the consumer through self-initiated and/or external market research, direct field and net based feedback to prepare market penetration strategies for the category.

Proactively seeking consumer and trade insights on own products and competition.

Creating research briefs and working with Insights Team to execute the same to identify unarticulated customer needs and trends and develop product briefs and shall be providing the link through to development of product/research, pricing strategy, packaging design.

To generate consumer awareness and demand for the category/products Develop relevant communication solutions to generate awareness & demand for the category both above and below the line

To develop and launch innovative new products for revenue and image enhancement

Identifying new product idea opportunities based on market/consumer understanding and need gaps and initiating product development briefs.

Driving the development process with NPD to create new product offerings that can build the Organic agro brand and thereby maximizing usage and contributing to achieving profitability targets for the company.

Tracking post launch performance regularly and suggesting inputs to improve the same.

- Manage category sales planning, tracking and management Working with sales management and trade marketing and providing inputs into the monthly sales plan for the category
- Monitoring category share and market penetration vis-a-vis competition in retail universe (modern trade)

- Reporting to Group Director

Jan 2014 to June 2018 with Drury Industries Ltd Nigeria as Sales Head.
Contributions.

- Responsible for overall functions of sales and Marketing
- Handling a team of Local Managers.
- Responsible for achieving sales and revenue growth,
- Looking after a turnover of 900 million.
- Handling 150 distributors
- Reporting to Managing Director

Since Jan 2011 to Dec 2013 with Pure Vision Constructions Ltd as VICE PRESIDENT.

Contributions.

- Responsible for overall functioning of all departments in company.
- Responsible for P&L accounts of the company.
- Looking after different Real Estate projects of the company.

- Handling Sales, Administration and HR.
- Responsible from project sourcing till delivering to end user.
- Reporting to Managing Director.

July 08 to December 2010 with BIRLA SUNLIFE INSURANCE LTD BRANCH HEAD.

- Handling a team of Branch Managers & Agency Managers

Contributions

- Managing Branch as profit center.
- Handling a team of Branch Managers, Agency Managers and Business mentors.
 - Operations & Recruitment Executives.
 - Planning and executing monthly sales plans.
 - Responsible for overall Branch development.
 - Handling a FOS base of 700 Fas.
 - Reporting to Territory Manager.

Dec 06 To June 08 with Met Life India insurance Ltd as AGENCY MANAGER.

- Handling a team of Sales Manager & Partners.

Contributions

- Handling agency comprising of 9 SM.
- Responsible for overall agency development.
- Planning and executing monthly sales plans.
- Achieving monthly and quarterly sales targets.
- Developing Sales Managers to grow to next levels.
- Handling a FOS base of 200 Fa's.
- Planning and implementing branch level promotional activities For Fa's and SM's.
- Reporting to Area Manager.

Feb'97-Dec'06 with Delhi Prakashan Vitran Ltd. as Manager Sales Promotion

CONTRIBUTIONS

- Successfully implemented promotional campaigns of various magazines like Woman Era, Grihshobha, Suman Saurabh, Sarita Champak, and Saras Salil.
- Launched new magazines Grihshobha Tamil and Saras Salil Marathi.
- Handled 3000 agents pan India and 1000 outlets in Delhi.
- Successfully launched SARAS SALIL a Hindi fortnightly magazine in all India and in a span of Two years made it largest read and circulated magazine in India.
- Reporting to Publishing Director Mr Paresh Nath
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Jul'95- Feb'97 with Hallmark Cards, USA as Regional Manager

CONTRIBUTIONS

- Lead a team of 50 executives.
- Increased the market share by opening 120 new franchises in the span of 2 yrs.
- Established and promoted HALLMARK CARDS as best selling brand in INDIA.
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Aug'91- Jul'95 with Archie's Greetings & Gifts Ltd., as Area Manager.

CONTRIBUTIONS

- Lead a team of 20 executives.
- Established ARCHIES as a brand name in INDIA.
- Established international brands like GIBBSON CARDS & PAPER ROSE CARDS in INDIA.

QUALIFICATION

- MBA/PGDM (Marketing) from I.P.M GHAZIABAD in 1994.
- B. Com (Commerce) from Delhi University in 1991

➤ **PERSONAL DETAILS**

- **Date of Birth** : **31st October, 1970**
- **ADDRESSES** : **PP-29, Maurya Enclave, Pitampura, New Delhi-34**