

## Education

2017 - 2018

[Master of Business Administration](#)

Rotterdam School of Management, Erasmus University, The Netherlands

Candidate of MBA. Focusing mostly on Strategy, Marketing and Sustainability

2003 - 2007

[Bachelor of Technology \(Mechanical Engineering\)](#)

National Institute of Technology Silchar, India

Secured First Class. Was instrumental in organizing the first college fest.

## SKILLS

Sales

Marketing

Dealer (Channel) -

Management

Team Management

Business Strategy,

Planning,

Implementation

Problem Solving

Project Management

Account Management

Forecasting

New Business Model

Reporting

Go to Market

Negotiation

Sales Process Improvement

## EXPERIENCE

2015 - 2016

[Senior Manager, Sales / Tata Hitachi, Ranchi, India](#)

*Tata Hitachi manufactures Mining and Construction Equipment*

- Led project "*confidential*" - **new business model** to revive business in incumbent and strategic market
- Designed and executed **strategic plan** to improve market share of wheel loaders by 10% and exceed national average by 8%; collaborated with cross functional teams to revive confidence of customers
- Developed complete **seller ecosystem** in strategic locations to reduce average distance of touchpoints from major markets, by more than 50%
- Collaborated with financiers and banks to design lucrative financing **schemes** to attract and convert customers of competition; contributed to 5% of sales

2012 - 2015

[Manager, Sales / Tata Hitachi, Patna, India](#)

- Retained **highest market share** of backhoe loaders in India (15%), sold highest number in India for consecutive 4 years (worth € 9m)
- Innovated strategy and negotiated new terms with financiers to **reduce credit cycle** of dealer by more than 30 days and working capital requirement by 30%
- Initiated and completed projects to execute new branding strategy

2009 - 2012

[Assistant Manager, Sales / Tata Hitachi, Patna, India](#)

- Devised and executed strategy to capture new market and improve market share of backhoe loaders in territory, from 3% to 15%, **highest** in India
- Persuaded management and initiated series of **planned revival strategies** in after sales support to improve customer satisfaction index to 90%
- Proposed and initiated, establishment of depot, reducing inventory cycle of dealer by at least 15 days
- Led successful launch of two new models in allotted territory
- Led project to improve sales process

2007 - 2009

[Territory Manager | Assistant Territory Manager | Graduate Engineer Trainee / John Deere, Kolkata, India](#)

*John Deere manufactures Agricultural Equipment*

- Developed and introduced, new market strategies for dealers, monitored execution and progress, to sell tractors worth € 1 million
- Collaborated with head office, cross-functional teams and prospects to establish sales depot; reduced inventory cost of dealer
- Initiated and completed a channel improvement project by establishing 4 new exclusive dealers
- Analysed tractor market of 6 districts of West Bengal (India) and suggested short term and long-term strategies to revive market

## ADDITIONAL INFORMATION

- Recommended new business model to Estrela Borough (Lisbon) to help improve lives of isolated elderly (2017)
- Regional Finalist (Dubai) in **Hult Prize** (2017)
- Recommended **new business model** to Philips Avent during a consultancy project (2017)
- Volunteered for Seva-Setu to **reduce infant mortality rate** by counselling (2013 – 2015)
- Led and completed Chadar Trek - **wildest trek** on Earth (2014)
- Founded Bihar Photography, most active online forum for photographers in Bihar, India (2011)
- Certified by Mensa International, among **top 2%** of world population in IQ (2006)

## LANGUAGES SKILLS

English

Fluent

Hindi

Fluent

Bengali

Mother Tongue

## NATIONALITY

Indian

DATE of BIRTH

June 01, 1984