

# **SOURAV KUMAR**

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## **SENIOR SALES, CUSTOMER SERVICE, & BUSINESS DEVELOPMENT MANAGER**

Channel Management | Customer Service | Sales Regional | Service Excellence

***Aspiring to transform company processes into fresh, cost-effective solutions leading to more efficient operations***

Highly motivated and experienced senior executive with proven history of business development success in domestic lubricants sales services, marketing, and channel management. Special expertise in building and leading top performing teams, coordinating critical initiatives, and introducing process improvements plans to improve results. Experienced at directing sales and service center teams, field and help desk support functions. Adept at spearheading large scale, multi location projects and programs. Strong track record of success in managing customer experience.

### **AREAS OF EXPERTISE**

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- Sales & channel Management
- Product Development & Introduction
- Strategic Planning & Development
- Marketing Program Design
- Customer Experience Improvement
- Sales Support & Marketing Development
- Process Simplification & Service delivery
- Sales Program Design & Implementation
- Budget Management & Cost Control
- Change Management and Turnarounds
- Continuous Process Improvement
- Cross –Functional Team Leadership.

### **PROFESSIONAL EXPERIENCE**

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**Business Development Manager, Nov 2014- Present**

**Bharat Lubricants - Uttar Pradesh & Bihar**

Bharat Lubricants is a multi-line distributor of products, incorporated in 1984 .

- Achieved rapid success in new industry by bringing new look and feel to a mature selling operation that ignited immediate growth in sales revenue.
- Immediate growth in sales revenue .Exceeded Territory sales goals on quarterly basis, which led promotion to Business Development manager in 18 months.
- Manage sales activities of Super Stockists & Stockists to generate revenue. Manage sales pipeline, forecast monthly sales and identify new business opportunities.
- Hired, trained, managed motivated team of 17 new sales professional and consistently exceed goals on monthly basis.
- Have made key hires that played internal part of company growth. Multiple team members have been promoted to management within company.
- Network with similar distributor across the states (Uttar Pradesh & Bihar) to discuss best practice to better serve our customer more efficiently and effectively.
- Grew business in Uttar Pradesh & Bihar from 10lacks INR to 100lacks INR within 3.6 Years via internal growths and acquisitions.
- Deliver customer presentations and attend sales meetings and channel partner conferences.
- Assist in channel partners marketing activities such as trades how's campaigns and other promotional activities

### **PREVIOUS PROFILES**

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- **Badri Vishal Agro Pvt Ltd. - Area Sales Executive– UP East (Uttar Pradesh)**  
**Since Aug 2012- Nov 2014.**

- **Danone India Pvt. Ltd - Sales Promotion Officer– Delhi**  
**Jan 2012-Aug 2012**
- **Manpasand Beverages Pvt. Ltd - Sales Officer – Delhi**  
**May 2009-Jun 2010**

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#### **INTERNSHIP**

- **Devyani Food Industries Ltd. (Cream Bell Ice-Cream)** **June -July 2011**

**Project Title: “Study of Home Delivery & Vending Resource System of Cream Bell in Gurgaon and Noida.”**

**Project Responsibilities:**

- Conducted a survey on availability of Cream Bell vis-à-vis other brands of Ice-Cream.
- Surveyed different localities and societies in Gurgaon and Noida.
- Analyzed the scope of demand of Ice-cream in respective locations.
- Promotion of Cream Bell Ice-cream.

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#### **EDUCATION & CREDENTIALS**

**Master of Business Administration, Marketing – Jamia Hamdard University, New Delhi, India – 2012**

**Master of Commerce - DDU University – India – 2009**

**Bachelor of Commerce – DDU University – India – 2007**

**Diploma in Computer Application (D.C.A.) from Aptech institute.**

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#### **KEY ACADEMICS PROJECTS**

- Did a comprehensive study on “**Distribution and Channel Management of Amul.**”
- Did a project and analysis on “**Progress through Advertising: New A8 Campaign One of the Most Elaborate in Company History-AUDI**”

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#### **PERSONAL DETAILS**

- Date of Birth : January 21, 1988
- Marital Status : Married

**Date:**

**(SOURAV KUMAR)**