

Abhishek Srivastava



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Prayagraj



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A result-oriented professional with **over 14 years of experience** in **Sales & Marketing, Business Development, and Revenue Generation**, targeting assignments as a Sales & Marketing with a reputed firm in the Medical Devices industry, Service Industry, FMCG Industry, Biotechnology Industry, Pharmaceutical Industry, preferably in North India



PROFILE SUMMARY

- ❖ **An accomplished professional with vast experience in planning the delivery of the overall Sales & Marketing program** and its activities in accordance with the mission and the goals of the organization; **strong track record of growing business for the Medical Devices/FMCG industry/International Business**
- ❖ **Track record of attaining consistent yearly growth both in terms of sales and revenues**, as well as developing new clients/ markets, thereby expanding the customer base for the **Medical Devices/FMCG/ International Business** industry
- ❖ Proven experience in **conceptualizing & implementing competitive strategies for generating sales and interpreting the competition to fine-tune marketing strategies**; conceptualizing & implementing Sales Strategy to achieve revenue goals
- ❖ **Showcased excellence in identifying and developing new streams for long-term revenue** growth and maintaining relationships with customers to achieve repeat/ referral business
- ❖ **Sales & Marketing: Identifying new streams for revenue growth** & developing marketing plans to build consumer preference; conducting competitor analysis by keeping up-to-date of market trends to achieve market share metrics
- ❖ **Provided a marketing framework for sales; designed and implemented all marketing materials to ensure market share expansion**; built marketing plan and campaigned product portfolio to ensure brand visibility

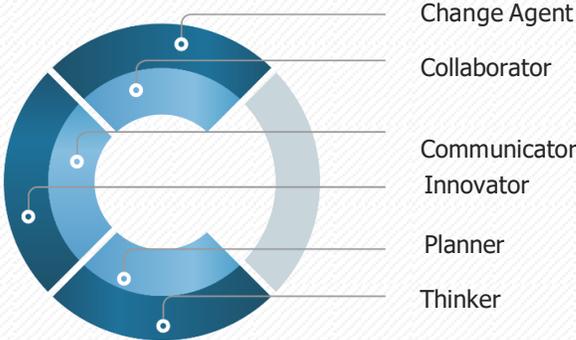


CORE COMPETENCIES

- ▶ Sales & Marketing
- ▶ Revenue Generation
- ▶ Strategic Business Planning
- ▶ Client Relationship Management
- ▶ Market Expansion
- ▶ Business Development
- ▶ Reporting & Documentation
- ▶ Compliance Management
- ▶ Team Building & Leadership



SOFT SKILLS



EDUCATION



MBA (Marketing Management and Information Technology) from International Business School, Lucknow in 2010



B.Tech. (Biotech) from Allahabad Agricultural Institute- Deemed University Allahabad in 2008



INDUSTRIAL EXPOSURE

- ❖ Coca Cola India Wada Mumbai plant
- ❖ Hindalco Steel India Renukoot Plant, Sonbhadra
- ❖ Shri MahilaGrihaUdyog LIJJAT PAPAD Mumbai



CAREER TIMELINE



WORK EXPERIENCE

Since Mar'23 with Hi-Pick Products Private Ltd, Kanpur as Sales Head

Sales Leadership:

- ❖ Overseeing nationwide sales operations to ensure achievement of company targets and business objectives.
- ❖ Developing and implementing effective sales strategies to drive revenue growth.
- ❖ Managing and mentoring a team of Business Development Managers (BDMs), Customer Sales Executives (CSEs), and Outbound Sales Executives and Outbound Sales officers.

Tender Management:

- ❖ Handling government and institutional tenders, including tender submissions, negotiations, and contract finalizations.
- ❖ Successfully acquiring and completing high-value tenders, including those for the Election Commission of India and the Uttar Pradesh Government.

Client Acquisition and Relationship Management:

- ❖ Expanding the company's client base by acquiring new customers and nurturing relationships with existing clients.
- ❖ Collaborating with prominent clients like Diageo Beverages, IndusInd Bank, Goldie Masale, KGI, Lucknow University and Rajesh Masale to deliver customized bag solutions.

Strategic Planning and Execution:

- ❖ Creating quarterly and monthly sales blueprints to achieve ambitious revenue targets, including a ₹1 crore monthly target.
- ❖ Aligning sales operations with company goals by optimizing resource allocation and team performance.

Product Expertise:

- ❖ Offering expertise in a wide range of products, such as backpacks, duffle bags, trolley bags, non-woven carry bags, wallets, and more, to cater to diverse client requirements.
- ❖ Strategizing product positioning and promotional efforts to enhance brand visibility and value propositions.

Collaboration and Coordination:

- ❖ Working closely with cross-functional teams, including HR, to ensure timely recruitment and team scalability.
- ❖ Leading negotiations and strategic partnerships to further the company's market presence.

Key Achievements:

- ❖ Successfully managed high-value tenders, contributing significantly to company revenue.
- ❖ Played a pivotal role in expanding the company's clientele and securing long-term contracts with prestigious brands and institutions.
- ❖ Consistently met and exceeded sales targets through effective planning, team management, and client engagement.

Skills and Competencies:

- ❖ Sales Strategy and Execution
- ❖ Tender Management
- ❖ Client Acquisition and Retention
- ❖ Leadership and Team Management
- ❖ Strategic Planning and Negotiation
- ❖ Product Knowledge and Customization

Reporting To: Managing Director, Hi-Pick Products Pvt. Ltd.

Jul'20-Mar'23 with Elite Investment Advisory Services, Prayagraj as Sales, Compliance, KYC, and Training Manager

Key Result Areas:

- ❖ Designing and implementing a strategic business plan that expands company's customer base to ensure its strong presence in Financial Market
- ❖ Developing the sales team through motivation, counseling, and product knowledge education
- ❖ Achieving sales and business targets, including client acquisition and AUM building, by promoting the firm's investment products to local and overseas high net worth clients
- ❖ Contributing to the development of internal control processes and drafting of procedures
- ❖ Managing the day-to-day processes for assigned business areas, which may include complaints, client portfolio oversight, trading oversight, client document reviews, regulatory filings
- ❖ Submitting timely reports of sales performance versus forecast, activities, product promotion & so on
- ❖ Working with Due Diligence, and Anti money laundering Compliance teams to support the initiatives
- ❖ Identifying marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share

Mar'19 - Jul'20 with Nestle India (Project: Baby & Me) as Maternal Nutrition Sales Manager

Key Result Areas:

- ❖ Managed and developed the skill sets and overall performance of the sales team of allotted region
- ❖ Identified potential markets, sales channels, competition and propose effective sales strategy plan for account expansion & development to achieve monthly and quarterly sales targets & KPIs
- ❖ Identified and monitored multiple local market condition and build strong customer relationships
- ❖ Drove secondary sales through the marketing and sales team and ensure the achievement of the allotted targets
- ❖ Developed cordial business relationships with HCP's and potential customers

Oct'17 – Feb'19 with Darwish Trading Co. WLL, Doha, Qatar as Sales Engineer

Key Result Areas:

- ❖ Identified current and future customer service requirements by establishing personal rapport with potential and actual customers
- ❖ Established new accounts and services accounts by identifying potential customers, planning and organizing sales call schedule
- ❖ Monitored Government Tenders from Government Institution and quote them with cost benefit ratio of supplies, or service application in customer environment
- ❖ Prepared sales engineering reports by collecting, analyzing, and summarizing sales information and engineering and application trends

 **PREVIOUS EXPERIENCE**

Jun'15 – Oct'17 with Imperial life sciences LLC, Lucknow as Area Business Manager

Jan'13 – Jun'15 with Lab India Healthcare Pvt. Ltd., Lucknow, as Area Business Manager

Jul'10 – Dec'12 with Glaxo smith Kline Pharmaceutical Ltd. in Lucknow as Medical Business Associate

 **TRAININGS**

- ❖ One-month training on “Role of biotechnology in clinical Microbiology” at Motilal Nehru Medical College, Allahabad
- ❖ One-month training on “Fermentation and Distillation “at Mohan Meakins Ltd., Lucknow
- ❖ One-month training on “effects of fertilizers” at IFFCO, Phulpur Allahabad
- ❖ Two months training on “laboratory techniques in Immuno-technology” in Orbit Biotech, Mohali
- ❖ Six-month project training on “Inhibitory Effect of Catharanthus roseus on Fusarium Oxysporium and Alternaria alternate on Cancerous Cell” Under Dr. P.R. Kongla and Dr. A.M. Lal (Biochemical Department) in Allahabad Agricultural Institute – Deemed University, Allahabad

 **PERSONAL DETAILS**

Date of Birth: 4th June 1986
Languages Known: English and Hindi
Address: Prayagraj, 211003