



SANTOSH KUMAR SONI

ICICI BANK LTD As Relationship Manager (Manager Grade –I)

| Sourcing | Relationship Management | Sales Operation Management | Customer Engagement & Service

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DOB 27th August 1986 Married- Language Known: English & Hindi

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Profile Summary

10+ Years large cross functional leadership, Business Sourcing, Succession Sales Operation Management, Vendor Management, Retail sales & Operation, B2B - FMCG Sales Operation, Distributor Onboarding, Trade Marketing Deployment, P&L Management, Pricing Negotiation. In ground Multiple New Brand Launch and Category Extensions, OTIF Procurement & Sourcing. Demonstrated region specific leadership across distribution.

AS a Relationship Manager Working Capital (Manager Grade –I) Sourcing Business Loans from Different Field, Focus On Customer Service & Engagement, Work on 360 Degree Banking Solution , Demand generation as per best fit product according to customer Profile , Working on Leads Generation & maintain the Business Flow as per expectation.

As a Manager Field Operations ELASTICRUN-Responsible for directing and managing all business development operations which includes Distributor Onboarding, OTIF, PO creation & Price finalization, Payment Reconciliation & Dispute Handling B2B Sales Operation, Trade offers, Strategic Supply & Distribution, Training & Development, in ground Multiple New Brand Launch and Category Extensions. Demonstrated region specific leadership across distribution.

Expert in Business Sourcing, Retail Sales & Operation's, customers Service, suppliers & distributors Onboarding. Have immense knowledge in using all required sales & marketing Operations. Supply & OTIF Management, Category Management. Attended many trainings & trained many teams in sales & Operation fundamentals, marketing, team management etc. Believes in building brands & profits through merchandising & visibility.



Education

2011 MBA Punjab Technical University 62%

2006 B.Com. University of Lucknow 55%

2002 12th National Inter College, Lucknow 56%

2001 10th Rani Laxmi Bai Inter College, Lucknow 62%



It Skills

Well versed with MS-Office (Word, PowerPoint, Excel (Advanced Excel – V Lookup, Pivot Table, etc.) & Internet Applications.



Training & Certification

Attended Retail Training Certification & Live Floor Experience in Bharti Retail Ltd.



Area of Excellence

Retail Sales & Operation

Recruitment & Training

Sales Planning, Sales Operation

Procurement & Sourcing

Profitability, Negotiation & Pricing

Inventory Management

Category Management

Trade Marketing

Operation Management

P&L Management

Visibility & Merchandising

New Market Development

Onboarding GTM & Scaling Strategy

SOFT SKILLS



Creativity



Teamwork



Problem Solving



Decision



Communication



Leadership

Work Experience

Relationship Manager Working Capital (Manager Grade – I)

Lucknow

ICICI BANK LTD.

Since April-23 to Till Date

Job Responsibilities:

Sourcing Business Loans / Customer Service & Engagement / Relationship/ Solution Banking

- Engaging Customer through their life-cycle & offer suitable Product & services based on financial needs.
- Nurture the current customer relationships while maintaining the quality of the portfolio.
- Expand & develop the customer base by onboarding new customers.
- Analyze the customer needs, current market trends & Potential partnerships to offer unique & technology driven solution.
- Build a short/Medium/ Long-term sales pipeline per market opportunities.
- Collaborate & Coordinate to implement different marketing strategies.
- Formulate sales strategies, Tap into cross-selling & upsell opportunities to ensure maximum customer reach
- Offer 360 – Degree banking to the individual professional & business Ecosystem.

Manager Field Operation -FMCG

Lucknow

ELASTIC RUN (NTEX Trans Services Pvt Ltd).

Since Sep-21 to March- 2023

Job Responsibilities:

Sourcing /Supplier Engagement/ Profit/ Stock Planning/ On Job Training

- Manage a geographically Executives team with 12 people of team size and Achieved top-line targets (value) with eye on profits. Inventory management at warehouse level according to demand of products
- Identifying and on-boarding of new suppliers according to organizational need & maintain the relationships on ground level.
- Develop relation with all the suppliers and to ensure OTIF at warehouse level. P&L Management - Realized Gross Profit
- Execute deep customer and market research, use the insights to shape product strategy in terms of sourcing.
- Lead the team to ensure the right quality of onboarding to ensure early success and long term retention
- Create detailed quarterly and annual plans to give long-term product visibility to the design, marketing sales operations, and sales teams. Evaluating Brand campaigns for representation and marketing on the platform and creating effective strategies to drive growth in the B2B E-Commerce space.
- Manage outsourced vendors, drive relationships and investments to help them grow bigger, and ensuring continuous alignment
- Maintain daily tracking, audit, training, and team motivation focus to drive large remote teams
- Recruitment of SRE team & best in class execution & implementation in trade market & Centre profit head across assigned territory. Co-ordination with vendors and buyers for stock replenishment and trade offers.
- Providing on the job training to new and present employees for betterment.

Field Manager

Lucknow

Hindustan Field Services Ltd (Part Of Hindustan Unilever)

June'19 till Sep't21

Job Responsibilities:

- Driving Business Operations via Distributors & Handle 50- MT STORE (NATIONAL ACCOUNT-BIGBAZAR, RELIANCE RETAIL, SPENCERS, VISHAL MEGA MART + MT STORES- REGIONAL CHAIN)/350 GT- SSM Outlets Base in given territory.
- **Business Development Responsibilities:** Expansion of Business in assigned territory. Acquisition of New MT/GT-SSM Retail Outlets, Ensure proper distribution, Secondary Sales Drive, Trade Deployment, Focus on Availability, Visibility, Promotion.
- **Visibility, SOS & OSA:** Through merchandising techniques, Focus on outlet coverage & Placement, Implementation, Monitoring of promotional sales activities for Market Growth. Maintain & Strong leverage relationship with Accounts MT/GT-SSM & GT Wholesale. Setting up of New SKU's & getting them implemented on every outlet.
- **Responsibility for Team:** Daily Monitoring of Team Comprising of Associates & Supervisors, Training, Development & Coaching of Supervisors & Associates. Helping those Building Skills & Competencies. Evaluating performance of Field Supervisors every month & motivating them towards achieving targets. Having command over Manning vs Attrition.
- **Other Responsibilities:** Initiating Launch of Project, Initiating launch of Promotional offers, Managing POSM at outlets in-coordination with Warehouse Manager & Distributors. Visiting & Meeting up with Outlets & Distributors, Accounts for sorting Payout & billing-related issues. Understanding the business flow of Market Payout & billing-related issues. To manage the inventories, stock level & FIFO as per company policies. Managing business of given accounts in given territory.



Previous Organizations

- **Vodafone Mobile Services Ltd** Behraich as **Sr. Executive Retail** Aug'15 -March'17
- **Bharti Retail Ltd (Easyday Hyper Market / Stores)** Dehradun as **Team Leader** Dec'10 – Aug'15

Date: -

Place: -

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