

Shimoni Timbadia

Product Manager

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Product Management professional with experience of over 3 years of in business development, customer & vendor relationship management, product marketing and business strategy for IT component brands like Intel and Western Digital and Lifestyle brands like JBL, Belkin

CORE COMPETENCIES

- Product Marketing
- Business Development
- Sales Execution
- Customer Relationship Management
- Strategic Business Planning
- Channel Marketing
- Inventory Management
- Partner Alliance
- Sales force enablement
- Account management
- Sales forecasting

WORK EXPERIENCE

RP Tech India Ltd, Mumbai - National Product Manager – (JBL and Belkin)

DEC 2019 – PRESENT

TASKS:

- All round entrepreneur for JBL and Belkin business. Right from inventory, pricing, strategy, marketing to sales.
- Managing and facilitating team of 50+ sales personals to drive business across India.
- Working closely with vendors as well as channel partners to maintain healthy business relationships.
- Develop Marketing Plan annually and quarterly, working closely with the marketing team for implementation and for measuring each event's success rate.
- Spending time in markets, timely interaction with Vendors, Branches and Partners to collect market/competition feedback and analyze brand performance
- Conduct weekly review call to discuss funnel with sales team and vendor
- Managing inventory hygiene through sell-in/sell-out plans, stock ageing, liquidation, sales development, market penetration, maintaining marketing fund records and review of Branch/Vendor claim
- Drive new initiatives to develop marketing strategies to build a positive brand image

ACHIEVEMENTS:

- Won new LFR business worth 100 CR yearly of JBL for RPtech within 4 months of starting distribution.
- Achieved highest ever monthly revenue of 75 Cr and Annual revenue of 360 Cr for WD in FY23
- Maintained Y-o-Y growth of 20% for Western Digital products whilst maintaining a 55% market share across India.
- Won 4 Best Product Manager of the month Award For exceptional performance in FY22 and FY23
- Generated Sales Revenue from untapped markets of Tier 3 & Tier 4 cities for Intel Consumer Products

CERTIFICATIONS

- Advanced Certificate Program in Managing Brands and Marketing Communication from MICA (2022)

INTERNSHIPS

HDFC Bank Ltd - Relationship Management Intern

MAY 2019 - JUN 2019

- Understanding customer behavior towards Digital Banking. Increasing the digital footprint at HDFC Bank
- Catering to various customer needs in the retail branch of HDFC bank

Omkar Realtors & Developers - Sales and Marketing Intern

MAY 2017 - JUN 2017

- Assigned as sales trainee on Project Signet.
- Sourcing clients for the project through tele calling and society activation. Data handling and operational work

EDUCATION

N. L. Dalmia Institute of Management Studies & Research, Mumbai - PGDM – Marketing

2018 - 2020

NMIMS, ASM School of Commerce, Mumbai - BBA – Marketing

2014 - 2017

ACHIEVEMENTS

- Winner of inter-collegiate management case study competition – Case Crypt 2.0 at JBIMS (February 2019)
- Committee Member International Marketing Conclave 2018 (August 2018)
- Organizing Member of Innovations Committee for National Level Festival of ASMSOC – Vaayu (2014-2015)
- Committee Member at N M College National Level Festival – Umang (2012)

ACTIVITIES AND INTERESTS

- Participated in Model Parliament Session conducted by Ex-Mayor Mira Bhayander (February 2019)
- Attended the Marketing pack workshops at The Red Brick Summit organized at IIM Ahmedabad (October 2018)