

- **Resume**

- **B.S. Rawat**

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Summary: 20+ years of experience in AUTOMOBILE INDUSTRY at Sr. Position of **Marketing & Logistics.**

A highly efficient, innovative and methodical Unit Head of Logistics and Marketing with extensive experience of supporting sales departments by reviewing, over all logistics activity, according to customer requirement and developing, defining their overall marketing strategy. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually.

Skills: Sales and Business Development, Selections of quality fleet owners for transportation of outbound and Inbound transportation, Profit and Loss Management, Strategic Market Planning / SWOT Development, and Implementation of Marketing Positions, and Campaigns. Inventory Control Staff Development and Motivation, Risk Analysis and Management, and Content Development.

Description:

Presenting in a business-critical role making a substantial contribution to the future growth of the company.

Responsible for all customer Key marketing, researching, and planning campaigns, including the delivery and results for a key strategic initiative.

Developing a marketing team to implement strategy & delivering on objectives.

Designing, implementing & facilitating an effective local & national marketing strategy.

Carrying out effective research & intelligence into competitor products & other trends.

Managing daily activities with PR and marketing communications agencies.

Developing partnerships & relationships with third parties to meet strategic objectives.

Monitoring & reporting to management on the effectiveness of strategies/campaigns.

Able to quickly understand customer needs and to deliver timely and cost-effective solutions.

Tracking record in the development and implementation of integrated campaigns.

Job objective: Senior level positions in Customer Key Account Management, strategy planning, Business Development, Channel management, establishment of warehouse functional and operational in different location as per customer customers convenience.

Functions with leading organisations. Professional Profile A dynamic professional with over 20+ years rich experience in Strategy Planning, Business Development, Customer Key Account Management, Channel Management, Marketing Functions, Liaison with well-known organizations. Last designated as Regional Marketing Manager with M/s. Inalsha Industries, located at Delhi, Lucknow & Jamshedpur. Responsible for monitoring complete business with OEM's customer. A proactive planner with abilities in managing Business Operations geared towards the achievement of organisational goals and mission. Possess sound business acumen with abilities in leveraging the vast experience gained through working in markets and different industries. Distinction of achieving sales & revenue targets in highly competitive market environments. Enterprising leader with strong analytical, problem solving and interpersonal skills. Areas of Expertise Strategy Planning – Business Development – Product Development, Customer Key Account Management – Market Research – Brand Management Marketing – Budgeting / Forecasting – Channel Management Team Management Career Highlights Since July: 1996 – Banco Products India Ltd, joined as sales representative and promoted up to regional Marketing Manager handling business of (Automobiles cooling and sealing Parts.) Radiators, Intercoolers, after cooler, Oil Coolers, Heat Exchangers and all type of Gaskets, Oil seals Heat and Noise Shield, Business for Automobiles Sector is into: the vehicle manufacturers: M/s Tata Motors (Pune, JSR, Lucknow), M/s. Escorts Tractors and its Farm Track Division, M/s JCB, Maruti, Hero Honda Motors Ltd, DCM Daewoo, Majestics Auto,

International Tractors, LML and Scooter India. Also I am having rich experience of replacement market Delhi and Jharkhand channel sales like distributor-dealers-retailer network market.

Since June 2009 I am with Steel Strips Wheels Ltd, Jamshedpur last designated as Sr. Manager Marketing (Mktg Head of Jamshedpur Plant.) Steering initiatives towards achievement of organizational goals with responsibilities pertaining to Strategy Planning, Co-ordinating with major vehicle manufacturers, Sales Marketing & Logistics for business of Automotive Wheel Rim, various vehicle manufacturers M/s Tata Motors, M/s Ashok Leyland Ltd, M/s VE Commercial Vehicles Ltd, M/s Daimler India etc., Swaraj Motors, Daimler India, Business worth Rs. 400 Crores (Approx.) handled per year. Joined with this company with a challenge- Being the company was never been to supplying wheels rims to Original Equipment of H&MCV Vehicle Manufacturers. Took all initiatives to get the company name registered and procuring Vendor Code registration and as well as co-ordinating with customers respective Dept. Like VQA, SQA, CQA, Strategic sourcing and ERC teams to get the products approved and regularizing the same. Managed to achieve 90% SOB with contest of proven players. Key collection of payments, preparing and attending all activity of TML-Jamshedpur and Lucknow reporting to Sr. Executive Director of Marketing.

Areas of operation and nature of new Developing of complete range of fast moved products which markets for the major industries like Automobile industries for its products. Lesioning with existing customers. Also involved into preparing and attending tenders.

Presently working with M/s. VINSUM Axxpress Pvt Ltd Regional Manger Sales & Operation East: -It's a Gurugram based logistics and Packaging company.

Responsibility: - looking overall Operational and sales activity of east zone.

- **Operation** :- overall control on 35 nos. of East zone Operational Team, Monitoring their daily Inwarding, outgoing at warehouse level, vehicle placement for pick up and delivery as per customer requirements and cost effected services and training to staff according to job assignment.
- **Sales:-** Overall responsibility for East zone sale and customer care. which we usually control to follow basic method of discussion with customer normally Call/Mail/Visit.
- sent them company profile.

- Get customer RFQ.
- Quote to customer.
- Note branch wise concern of all customer.
- quotes finalised.
- Training and development to sales team/Branch.
- Payment collection.
- New pocket define above 50 km from any branch depends on business volume.

Languages Known: Fluent in Hindi and English. Place of Posting: Anywhere in India. Jamshedpur is most preferred. Time required to Join: 15 Days.

Salary:(Negotiable)

Education: B.A, from Srinagar HNBU-Garhwal University.

Post Graduate from Srinagar HNBU-Garhwal University.

Personal Details Date of Birth:06.05 1973.