

# Anuj Sharma

#205 RAKSHAK, SOUTH CITY 1 GURGAON Haryana.

I can be contacted at: 09999166661 (Handheld); 0124-4371949 (Res.)

E mail: [anuj650243@gmail.com](mailto:anuj650243@gmail.com)

---

---

*An astute leader with strong abilities in Business Planning & Strategizing, Business Development: Corporate & Retail Sales, Channel Management and a proven pedigree in accomplishing Revenue & Profitability goals across diverse industries with excellent communication & team management skills coupled with a track record of driving business operations to profitability with high-growth.*

---

---

***A career spanning more than 13 years across diversified industries like Building Material (glass), Retail Network Planning, travel and a proven track record of successfully achieving ambitious Sales & Revenue Targets, meeting stiff deadlines and managing teams,***

**Key Areas of expertise include:**

- **Business Development & Distribution Management:** Undertaking Horizontal and Vertical Expansion. Identifying new viable avenues to augment business generation. Exploring & identifying potential business avenues; mentoring, motivating and monitoring Team & Channel performance.
- **Strategic Planning:** Framing result-oriented business generation plans & policies for attainment of pre-designated profitability revenue estimates. Implementing market efficient qualitative and quantitative tools to meet organizational goals. Devising market entry strategy, potential assessment and establishment of a comprehensive Retail Network Plan.
- **Key Account Management:** Building and maintaining healthy business relations, and ensuring increased wallet share by way of quality service delivery. Concentrating on targeted institutional accounts and individual clients for ameliorating the business turnover levels, in comparison with competitors.
- **Market Planning, Intelligence & Mapping:** Conceptualizing, strategizing and implementing innovative marketing plans, designed to achieve deliverables. Business analysis - Information Collection, Collation & Analysis. Analyzing Market trends, potential business avenues & tracking competition.
- **Demand Forecasting:** Demand forecasting & managing inventory pipeline in order to ensure availability and control inventory-holding costs.
- **Tactical Marketing & Promotion:** Undertaking Brand, Sales and After-Sales promotion. Enhancing Brand Visibility and Recall through sustained campaigns.

My strengths include high levels of result orientation, adaptability, sound people management skills, an ability to handle pressure with ease, excellent analytical and organizational ability and logical reasoning. A snapshot of my Professional experience as below:

The ensuing resume details my professional experience, educational qualifications, skills and achievements.

**Regards,**

**Anuj Sharma**

## **Transit Advertising Pvt Ltd.**

October 2019-till date

*Head Sales & Customer Service*

### **ROLES AND RESPONSIBILITIES**

- Administratively and functionally manage Contracting.
- Ensure RFQ's are filled and submitted on time from various corporate.
- Co-ordinating with Vendors for better rates.
- Ensure costing is as per the RFQ's w.r.t Profitability and Business Sourcing.
- Ensure meticulous and consummate channel.
- Ensure highest service standards compliance for servicing of all clients and maintaining minimum TAT.
- Ensure coordination amongst various functions to ensure smooth and efficient delivery of routine services.
- Developing & exploring new customers.
- Ensure Productivity, Compliance.
- Undertake Market Promotion Activities.
- Developing and Managing Channels & possible expansion of retail outlets (shop in shop).
- Competitive Intelligence, Database Marketing Execution Strategy, Market Opportunity Analysis

## **My Leisure breaks Pvt Ltd, Gurgaon**

April 2016-Sep 2019

*Sr. Manager – Expansion & Sales support*

### **ROLES AND RESPONSIBILITIES**

- Administratively and functionally manage retail Expansion Project.
- Ensure RFQ's are filled and submitted on time from various corporate's.
- Contracting with hotels in Indian and abroad.
- Interacting with clients for additional services pre & post closure.
- Finding the right area & partners for Expansion.
- Co-ordinating with Brokers For finding out retail outlets for the company.
- Ensure costing is as per the RFQ's w.r.t Profitability and Business Sourcing.
- Ensure meticulous and consummate channel.
- Ensure highest service standards compliance for servicing of all clients and maintaining minimum TAT.
- Ensure coordination amongst various functions to ensure smooth and efficient delivery of routine services.
- Developing & Exploring new markets & sites.
- Ensure Productivity, Compliance.
- Undertake Market Promotion Activities.
- Developing and Managing Channels & possible expansion of retail outlets (shop in shop).
- Competitive Intelligence, Database Marketing Execution Strategy, Market Opportunity Analysis.
- Support the Superiors in drafting Presentation documents, travel packages for Clients.
- E-Bidding for various Corporates.
- Closing the group billing once the same has been executed by us.
- Have escorted tours to Switzerland, Greece, Paris, Singapore, Dubai, Phuket, Mauritius, Bangkok, Pattaya, Hong Kong, Colombo and Domestic – Mumbai, Goa, Agra, Jaipur, Leh, Mussorie, Jim Corbett; coordinated with local counter parts to ensure customer satisfaction.
- Following up with existing clients for future business.

## **Unitech wireless pvt.ltd..**

MAR 2010 ~ Mar 2016

*AREA MANAGER (Sales & Marketing)*

### **ROLES AND RESPONSIBILITIES**

- Ensure RFQ's are filled and submitted on time from various corporate's.
- Contracting with hotels in Indian and abroad.
- Interacting with clients for additional services pre & post closure.
- Finding the right area & partners for Expansion.
- Ensure costing is as per the RFQ's w.r.t Profitability and Business Sourcing.
- Ensure meticulous and consummate channel.
- Ensure highest service standards compliance for servicing of all clients and maintaining minimum TAT.
- Ensure coordination amongst various functions to ensure smooth and efficient delivery of routine services.
- Developing & Exploring new markets & sites.
- Ensure Productivity, Compliance.

- Competitive Intelligence, Database Marketing Execution Strategy, Market Opportunity Analysis.
- Making Budgetary Projections, Target Setting and Allocating Targets.

## **ASAHI INDIA GLASS LIMITED (Karnataka)**

**OCT. 1999 - FEB 2010**

(Float glass Division, marketing and sales)

*Area Executive*

**OCT 1999- MAR 2002**

*Deputy Manager*

**APR.2002- MAR 2006**

*Area Manager*

**APR.2006- FEB 2010**

### **ROLES AND RESPONSIBILITIES**

- Stockiest, dealers, retailers network along with getting projects orders.
- Formulating a retail network plan (retailer and processor) with economic evaluation.
- Directly responsible for exploring the viability of setting up dealers/retail outlets and identifying the best location.
- Potential assessment based upon micro and macro level, SWOT analysis.
- Formulating projections related to sales and collection.
- Meeting architects and get explain them about various type of glass we have & get them approved with them.
- To get the glass specified with all necessary approvals from various government departments at state level.
- Planning and implementing business strategies to drive revenue and profitability.
- In-charge of appointing stockiest, dealers, retailers and relationship management.
- Conducted various meets for architects, builders and contractors.

## **STERLING HOLIDAY RESORTS INDIA LIMITED**

(Time Share Division, South Delhi)

Sales executive

**JUL1995 TO MAR 1996**

Senior sales executive

**APR1996 TO AUG 1997**

### **ROLES AND RESPONSIBILITIES**

- To establish ventures with financiers for our clients.
- Successfully develop innovative marketing programs to increase sales and service.
- To achieve bottom-line through effective channel management & business development.
- To implement brand promotion activities, sales and after sales promotional activities.
- To arrange brand promotional programs and meets for the customers.
- To regularly monitor, analyze and generate reports regarding competitor's activities.

### **PROJECTS UNDERTAKEN**

SUMMER TRAINING

Completed summer Training with BIRLA CELLULOSIC (a unit of Grasim Industries).

Project report successfully completed on ' QUANTITATIVE

ANALYSIS AND STRATEGIC SYSTEM INTEGRATION IN SALES AND WAREHOUSING.'

### **FINAL PROJECT**

Successfully completed final project on PENETRATION OF MOTORCYCLE (Rajdoot Vs. Suzuki) with ESCORTS YAMAHA LIMITED.

### **PROFESSIONAL/ ACADEMIC QUALIFICATION**

NEW DELHI INSTITUTE OF MANAGEMENT (NDIM)

**RANKED 44<sup>TH</sup> (in the latest survey by INDIA TODAY)**

Two year full time Post graduate diploma in business management in

Marketing 1997-1999

Was Affiliated to AICTE, Now affiliated to INDERPRASTHA UNIVERSITY

COLLEGE OF VOCATIONAL STUDIES (DELHI UNIVERSITY)

1992-1995

B.A vocational (marketing)

MODERN SCHOOL Barakhamba Road NEW DELHI

A.I.S.S.C.E (XII)

C.B.S.E

1991-1992

## **STRENGTHS**

- Achievement oriented with excellent management skills and highly adaptable.
- Proven strength in problem solving, achieving assigned jobs, coordinating and analysis.
- Strong communication, inter-personal learning and organizing skills, matched with the ability to manage stress, time and people effectively.

## **PERSONAL DETAILS**

Date of birth: 2nd December 1980  
Marital status: Married  
Language known: Hindi, English and Punjabi  
Father's name: Col. S.K Sharma