

MONIL TANNA
SALES & BD LEADER



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SKILLSETS

Customer Acquisition & Onboarding
GTM Strategies & Retail Business
Negotiations
Distributor & Vendor Management
Fin. Acumen: ROI & P&L, Data driven
Strategic Alliance & Networking
MS Office/Macro Excel

EDUCATION

MBA, Christ University, Bangalore, 2010
B.com, SMPIC, Gujarat University, 2008

LANGUAGES

English (Fluent/Native)
Hindi (Fluent/Native)
Conversational Arabic & French

KEY ACHIEVEMENTS

IBIBO Group

- No.1 Region consecutively (Q2,Q3-2017-18 & Q1-Q2-Q3 2018-19)
- Onboarded 700 hotels on platform within 6 months
- Highest Super Net Take Rate in the country (26.90% online business)
- Highest Extranet tool adoption in country (86% of the hotels)
- Initiated the concept of 6:00AM Hotel checkin for Bus Travelers

Kellogg's

- 31% organic growth since business taken over
- Delivering double digit organic growths month on month with minimal trade spends
- Made Dmart no.1 chain for Kellogg India in span of just 7months. Overachieved KPIs every quarter

PepsiCo Beverages

- Took Unique SKU Sold from 3 to 8
- Successfully implemented the "E-Routing Project" to optimize fuel & manpower cost
- Awarded best performing territory for Mountain Dew
- Awarded GAME CHANGER for the Season:2012 for overachieving KRAs
- Executed GTM projects impacting PnL

OBJECTIVE

Business Development veteran who has worked across FMCG/Foods, Ecommerce & Logistics industries seeking Sales Leadership and Customer Acquisition role with a number driven organization which can bank upon my vast Distributor/Vendor management and PnL experience of 11 years across regions

SUMMARY

P&L and People leader of FMCG, Ecommerce & Logistics industry having worked with Conventional & Startup businesses with a proven track record of designing & executing transformational projects directly impacting Top line & Bottom line of the organization

SNAPSHOT

Vice President- Sales & Business Development

Caper India | Logistics & Warehousing | July 2020 till date

- Heading team of 10 KAMs for Warehousing, Procurement and Logistics incl. Last Mile deliveries
- Heading business worth INR 800 million a year for FMCG, AlcoBev, Appliances, Pharma and ATM clients for their day-to-day operations through multiple vendors
- Managing & coordinating movements of cargo across India ensuring P&L is optimized in each consignment being adamant to signed agreements/TOT
- Heading Ecommerce business for organization, all operations of website incl. SEO & SEM strategies
- Single handedly on-boarded multiple accounts from FMCG, Consumer Durables, Pharma industries for their Warehousing, FTL/PTL, Courier and Supply Chain solutions

Sales Director & Partner (Entrepreneur Stint)

Phenix Enterprise | Exports | June 2019 to June 2020

- Owning exports for Gulf, Africa & South East Asia. Managing Procurement-to-Manufacturing to-Logistics-to-Trade-to-Finances
- Single handedly searched the potential products to be exported from India, created the best possible local supplies, acquired customers from global market space and cycled them for repeat purchases
- Trading with self-boarded customers in Bahrain, Oman, UAE, Mauritius, Nigeria, Tanzania, Uganda, Kenya, Burkina Faso, USA, Dominican Republic, Philippines and Malaysia

Associate Director- Business Development

IBIBO Group | E-commerce Hospitality | August 2015 to June 2019

Regional Manager (RSM) - Heading Retail Business for West & South regions of India

- Custodian of both- Domestic & International hotel supply
- Started business from zero to GMV of INR 350 million with 3 Assistant Managers and 24 Store Managers
- Dealing & managing vendor partners on day to day basis to increase their ROIs through both B2B & B2C channels of travel business and also handling Channel Partners (Hotels on Supply side & Travel Agents on Demand side) to optimize their yields by ensuring 100% fulfillment of booked inventory

Zonal Manager (ZSM) - Heading Hotel Supply for West Region of India

- Managing yearly GMV of INR 2.5 billion with team of 8 reporting managers
- Dealing with 1500+ hotels with yearly 730,000 Realized Room Nights
- Driving margins, seasonal/occupancy margins, Inventory spread & depth & Pricing control
- Beaten Booking.com, Yatra, Oyo across all states in West in terms of Room Night share Q-o-Q
- Closely working with category teams of both the brands (Make My Trip & GOIBIBO) to reduce the spends and pushing properties where commercials are healthy for positively impacting PnL

Sales Manager- Organized Trade

Kellogg Company | FMCG/Food & Beverages | June 2014 to August 2015

- Looking after yearly business of 1800 Tons/INR 500 million for Kellogg India with team of 220
- Key Account Manager (KAM) for Dmart contributing 24% to National Modern Trade business
- Managing Modern Trade for Aditya Birla Retail (ABRL MORE), Haiko, Spencer's, Spar and Ecom.
- Taking care of 60% value business of West India-Modern Trade & 24% value business PAN India
- Managing different chains through: Direct CFA supply and Distributor supply
- Cross Functional Interface: Engaging & interfacing with Category team of the chain and Brand team of the organization ensuring correct placement of SKUs with correct spends

CERTIFICATION

Diploma in Logistics & International Trade, AMA, 2017

PERSONAL INFO

Date of Birth

15th Nov 1987

Nationality

Indian

Assistant Sales Manager- General Trade

PepsiCo Beverages | FMCG/Food & Beverages | July 2011 to June 2014

- Managing yearly volume business of 2.5 million crates (INR 850 million) for Wholesale & Retail GT channels
- Manage Distributor & Warehouse operations and logistics to ensure smooth delivery of stocks
- Impact profitability by effective usage of Trade & Marketing budgets for the territory
- Implementing credit controls and monitoring spends along with close watch on undercutting in region
- Increasing Relative Market Share(RMS) against Coke M-o-M improving Brand-Pack performance
- Maintaining and increasing distributor ROI by consolidating route beats & DB operations

Territory Sales Incharge- General Trade

Reckitt Benckiser | FMCG | June 2010 to July 2011

- Managing business of INR 250 million for Bangalore with a team of 16 Sales Representatives and 2 Distributors and 3000+ retail outlets
- Managing Karnataka's largest territory in terms of volume & value business
- Delivered 24% growth for the territory, highest in the region during the tenure