

Amit Prakash Gokarn

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An experienced professional with over 15+ years of successful experience in product management and sales. Recognized consistently for performance excellence and contributions to success in the IT distribution industry. Strengths in product management and e-commerce sales backed by training in marketing management.

Skills

- Strategic planning and forecasting
- Product development
- Business Development (E-commerce)
- Product life-cycle management
- P&L Management
- Vendor sourcing and negotiations
- Inventory control
- Staff training/development, Product Training
- Quantitative and qualitative market research
- Efficient multi-tasker
- People Management
- Strong verbal communication
- Exceptional interpersonal communication
- Customer service-oriented

Profile Summary

Product Manager Profile:

- Consistently met / exceeded monthly revenue, Net GM % and Net GM value targets.
- Collected product, market and customer data to forecast sales and profit projections.
- Took ownership of brand wise P&L responsibility. Directly managed back rebate and marketing claims.
- Assessed vendor product assortment, roadmap and pricing. Maintained positive vendor relations.
- Forecasted trends to ensure sufficient inventory levels especially during promotion period and kept aged inventory within permissible levels of the business.
- Supported sales with product guidance, product pricing and market trends.
- Prepared periodic reports for vendors and management to track the business performance.
- Point of contact for vendor related matters, operational issues and claims issues.
- Monitored market trends and competitor strategies and performance. Analyzed gaps to implement promotional strategies and maximize sales.
- Liaised with Sales Team, Country Managers and partners for planogram implementation and effective execution of offers and promotions. Ensured support from vendor during promotional events.
- Managed product related support, feedback and inquiries from users.
- Supported vendor during GITEX, DSF and other trade events and promotional activities.

Ecommerce Sales Profile:

- Consistently achieved sales targets assigned to respective e-commerce partners (online and offline).
- Ensured listing of entire products assortment and newly launched products of Sandisk, WD and G Technology brands.

- Coordinated with partner vendor management team for offers implementation, promotions and marketing campaigns.
- Constantly tracked buybox status for individual products. Took corrective action against competitor pricing and offers in order to gain buybox and improve sales.
- Ensured partners carry sufficient inventory especially during promotions events (White Friday, Yellow week, DSF etc.).
- A+ content update with accurate features and specifications of the individual products featuring on home page, landing page and product catalog.
- Analyzed reports to identify, recommend and implement optimizations and enhancements.

Work experience

Assistant Product and E-commerce Sales Manager – June'17 to present **National Store LLC, Dubai, UAE**

- Managed Western Digital and G Technology hard drive products for UAE retail and e-commerce partners. Independently handling e-commerce sales (Amazon, Noon and online retail) for UAE region.
- Achieved 20% sales growth over previous quarter for WD brand and 15% for G technology brand.
- Met overall revenue growth of 300% compared to previous year with e-commerce business.
- Maintained 50% and above business share in retail and e-commerce by implementing short-term and long-term promotional plans.

Product Manager – Nov'16 to Mar'17 (Short Term) **Techmart Middle East, Dubai, UAE**

- Managed Microsoft PC hardware accessories and software products for retail and e-commerce business for Lower Gulf region.
- Consistently achieved 100% sell-in target assigned for individual retail and e-commerce businesses.
- Drove monthly promotional activities with retailers to achieve continual sellout.
- Ensured monthly sales plan is achieved by respective in-country sales teams.

Product Manager – Mar'15 to Apr'16 **Intex Technologies FZCO, Dubai, UAE**

- Managed Intex brand of smart phones, tablets and IT accessories products for retail, channel and export business for the GCC, Europe and East African markets.
- Successfully handled AED 39 million annual revenue for the year 2014-15 for mobiles, tablets, speakers and accessories categories for GCC and export markets (Eastern Europe and Africa countries) with 50% growth over the previous year.
- Introduced new models of smartphones and tablets to cater to market demand and competition.
- Successfully handled supplier selection, product selection and product testing in compliance with local rules and regulations.

Product Manager – Nov'08 to Feb'15 **Despec MERA FZE, Dubai, UAE**

- Managed Printing supplies (Lexmark, Samsung, Canon, and Printronix) and paper products (Double A, Smartcopy and JK paper) in the GCC region channel business.
- Successfully able to establish and demonstrate 20% YOY growth in Lexmark supplies business for the year 2009 - 2015 for the ME region. Size of business managed - USD 7million annual (as of 2014).

- Able to successfully established Samsung supplies business and demonstrate growth of 50% YOY for UAE and KSA regions during the 2010-15 period. Size of business managed - USD 3 million annual (as of 2014).
- Initiated paper business with 3 active paper brands with annual turnover of USD 4 million (as of 2014).
- Won “Best Supplies Distributor” award from Lexmark for the year 2014.

Assistant Product Manager – Jun’06 to Sep’08

Ingram Micro India Pvt. Ltd., Mumbai, India

- Managed HP Consumer Inkjet Printers and Scanners for channel and retail business in India.
- Successfully managed INR 29 crores (USD 4 million) average quarterly business turnover and profitability in Tier I (Top 8) cities in India.
- Consistently achieved 100% for revenue, margins, Inventory and claims targets set by the management.

Associate – Jan’02 to Sep’04

Wipro Spectramind Services Pvt. Ltd., Mumbai, India

- Cold calling and tele-sales of Microsoft broadband hardware products to new and existing customers.
- Troubleshooting of wired and wireless broadband networking devices and computer hardware.
- Achieved 100% service level target consistently for inbound customers.

Graduate Engineer Trainee – Jun’00 to Jun’01

National Organic Chemical Industries Ltd., Mumbai, India

- Trained with hands on experience in calibration, servicing and commissioning of Analog and Digital field instruments and quality measuring instruments.
- Trained on Process Control systems like PLC (Allen Bradley) and DCS (Yokogawa CentumXL, Toshiba) implemented at the Ethylene Oxide/Ethylene Glycol, Olefins, Solvent/Alcohols, and Polymer (Ethylene Vinyl Acetate and High-density Polyethylene) manufacturing plants.
- Gained knowledge of Boiler Instrumentation, Furnace Control, Effluent Treatment Plant controls, and Trip/Interlock system employed for plant safety.

Education

2004-2006

Master of Management Studies /University of Mumbai, Mumbai, India

Two-year full-time degree program in Marketing Management.

1995-1999

Bachelor of Engineering /University of Mumbai, Mumbai, India

Four-year full-time degree program in Instrumentation Engineering.

Additional Information

- Hobbies & Interests: Reading, sports, gaming and volunteering.
- Language Ability (Read, Write and Speak): English, Hindi and Marathi.
- Job Location Preference: Any
- Relocation assistance: Required
- Notice period: 1 month