

# Satya Prakash Sundaram

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## Consumer Electronics/Photography/Retail/FMCG

### PROFILE SYNOPSIS

- ❖ A result-oriented professional with 19.8 years of experience in successful management of business operation in the assigned region.
- ❖ Strong exposure to working with existing & new Channel/Retail partners & assisted them to promote company products & expanding market share/product coverage/Profitability.
- ❖ An effective leader with excellent communication skills/Analytical/Team building/Problem solving skills: Well, organized with a track record that demonstrate Self-motivation/Creativity & initiative in achieving corporate goals.

### CAREER HIGHLIGHTS

**Feb 2022 - Jul 2022**

**Neotech & Services Limited**

**Head of Sales**

Area of operation: Dar es Salaam, Tanzania

- Develop a sales strategy to achieve revenue streams for RICOH ,RISO. GLORY( Note Counting Equipment).
- Forecast annual, quarterly, monthly and weekly sales revenues and collections.
- Maintain inventory control with the Logistics team, to ensure it is within the set limits
- Cultivate effective business relationships with executive decision makers in key accounts
- Oversee the activities and manage the performance of the sales team
- Prepare budgets and chart the way forwards with the Management Team.
- Track, collate and interpret sales figures & Investigate lost sales and customer accounts

**Jan 2020 –Dec 2021**

**GENETCO LLC**

**Asst. Manager- Sales & Marketing**

Area of operation: Muscat, OMAN.

- Achieve sales revenue as Per budgets across product groups & territories.
- PSI Management, Channel expansion, Product planning reports for Hypermarkets
- Organize Product training for Carrefour/A&H/AL Meera/ KM Trading sales team.
- Manage merchandisers team & update with right product mix to improve sales.
- BTL & Tactical planning for key promotional products in Hyper Markets.
- Develop Customer engagement program to increase footfall in distribution channel.
- Drafting reports & making written recommendations to both internal & external clients.

Achievement:

- Gained 17% share in Middle/Entry Inkjet printer in Carrefour Hypermarket.
- Initiated Inkjet Printer sales in 12 key outlets - A&H, AL Meera, KM Trading.
- Strengthen the camera sales in Channel via 3 service camp in Muscat.
- 2 Online Product training for Carrefour team to improve category sales/services.
- Increased online traffic by 3% in GENETCO website, Instagram, Facebook.

**Jan 2009 – Dec 2019**

**CANON INDIA PVT LTD.**

**Business Manager**

Area of Operation: Mumbai, INDIA.

- Successfully managed Distribution Channel/Canon Franchisee's/Regional Retailer.
- Prepare Monthly Sales Planning, Forecasting & Budgeting for the region.
- Overall Franchisee Operation: Identifying Partner/Location/Sales/Merchandiser recruitment
- Claim settlement (AP/AR) quarterly & sorting issues of Channel & Retail partners.
- Hire candidate, Trains & evaluates team sales performance & cross functional support.
- BTL Plan & execution activities in Channel/Retail stores to increase the footfall.

Achievements:

- Best Region Award for sales performance in Pan India -2018
- Opened 19 Franchisee Retail store in Mumbai & Pune.
- Divisional Star performer in ICP –Distribution Channel at Canon- 2016

- Certified in Management Process Reengineering (MPR)-2014
- Certified in Excellence in Retail Stores Operations (RAI) -2013
- Product Champion Award winner in Pan India Canon- 2013
- Camcorder Contract from BCCI- India's biggest Sports Body-2010 & 2012
- Product Champion Award in IXUS segment for highest Pan India sales-2010.
- Successful implementation (I-can) sales support tool in 2010.
- Initiated product promotions concepts: Sight/Seen/Select, Track a lens.

**July 2005 - Dec 2008**

**KODAK INDIA**

**Sr. Sales Executive**

Area of Operations- Mumbai, INDIA.

- Manage overall business of Franchisee Outlet setup/operational/Sales & Ach.
- Recruit Store managers & Grooming merchandising team in the territory.
- Liaising with local authorities & creating alliances with the local customer bodies.
- Drive New Ideas to improve store visibility/Operations thereby improving sales.
- Controls & Implement Audit process to reduce the Pilferages at franchisee outlets.
- Prepare Daily /Weekly/Monthly sales reports for store & merchandisers.
- Co-ordinate with logistics team for deliveries & finance team for smooth operations.
- Execute BTL activities designed for stores in festival seasons to improve Sales/Footfall.

Achievements:

- Developed 45 Franchisee retail store in Mumbai/Navi Mumbai/Thane.
- Initiated exclusive product session for prospective buyers.
- Independently generated leads & conducted recurring customer follow-up resulting in 40% closing ratio.

**Jan 2004 - Jun 2005**

**SHAW WALLACE DISTILLERIES**

**Sales Executive**

Area of Operations - Mumbai, INDIA.

- To boost the Distribution Channel sales in western & eastern Mumbai region.
- Prepare Daily/Weekly/Monthly sales report & Competition tracking in market.
- Implementation of BTL activities in Distribution channel & Institutional segment.
- Co-ordination with marketing team-Mkt Survey, Sampling, ATL Campaigns.
- Ensuring existing product availability & new product lineup in retail stores.
- Merchandisers weekly sales/Attendance report & conduct performance review.
- Monthly Claim Settlements (AP/AR) of respective Distributors/Retailers in region.

**April 2001- Sept 2003**

**CHORDIA FOOD PRODUCTS**

**Sales Executive**

Area of Operations- Pune, INDIA.

- Meet monthly & yearly sales targets as assigned products in the region.
- Appointing new retail partners for Parvin pickles, spices & bakery products
- Maintain the customer database & Target the potential customers
- Promoting new product lineup in Distribution Channel & Regional retailers.
- Train, Motivate & lead the distribution sales team & company representatives
- Coordinate with C&F/Distributors for supply of orders & timely deliveries.
- Networking with local bodies like AAHAR & other organizers of food exhibitions.
- Establishing the commercial checkpoints & fast churning of payments.
- Working with F&B Managers, Purchase decision makers of esteemed chain & groups for tie-ups.

## **EDUCATION**

- MBA – Marketing Management. (University of Pune)
- B.A (Economics) Hon's. (University of Pune)
- Travel & Tourism (Vocational) (University of Pune)