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India

Vikas Ravi

8 years of experience in Sales, Business Development, Operations, Exports, Trade Marketing and General Management

A robust leadership with over 8 years in Sales, Business Development, Operations, and General Management, he establishes profitable sales distribution models, enhances revenue and productivity and creates client segment based value propositions. Steers the execution of business strategy, growth of product portfolio and rapid enhancement of the market share by aggressively rolling out operations across geographies. Steps forward with demonstrative excellence in formulating and implementing tactical initiatives to achieve strategic business goals. Determines an effective network of channel partners to escalate sales and builds a healthy talent pool and grows teams to expand operations at a sturdy space across the Modern trade, pharmacy, Wholesale & Food Services industries.

Career Timeline

Nov 2012 – Mar 2013
Marketing Coordinator
eBeauty New Zealand



Jan 2017 – Sep 2018
Regional Sales Manager – Pharmacy (North, West & South)

Dec 2014 – Dec 2016
Channel Manager - Modern Trade & Food Service

Sep 2013 - Apr 2014
Assis Brand Manager -
Modern Trade & Food
Service

May 2014 – Nov 2014
Brand Manager – Food Service



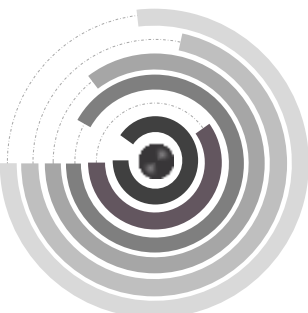
Jan 2017 – Sep 2018 | Regional Sales Manager
Unilever and Heinz - Baby Food

Oct 2018 - Present
Regional Sales Manager
TAMER



Value Addition

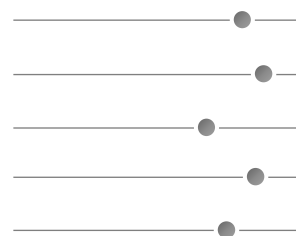
- Proficiency in strategic utilization and deployment of available resources and delegating the targets to achieve organizational objectives and managing overall profitability of operations.
- Excellent in interpersonal, analytical and negotiation skills for maintaining business relationship with individual and corporate clients to achieve repeat / referral business
- Result - driven and focused with immaculate work habits, people management, time management and leadership skills; ability to perform in relatively un - structured large firm environment



- P&L Leadership
- Sales and Marketing
- Business Development
- Revenue Growth
- Key Account Management
- Channel Management

- Trade Marketing
- Export Sales
- Business Operations
- New Product Launches
- People Management

Core Skills





Industry Specific Expertise

Numeric & Weighted distribution

Data Analysis

Market Research

AC Nielson Data

Channels Development - (Pharmacy, Wholesale, Modern Trade & Food Service)

Areas of Critical Impact

Sales, Marketing and General Management

- Discusses promotional strategy and activities with the marketing department to identify potential customers in the target market and completes appropriate research on the prospective customer's business and equipment needs.
- Designs, executes and handles sales forecasting, planning, and budgeting processes. Initiates high levels of quality, accuracy and process consistency in planning, forecasting and budgeting approaches.
- Ensures a well - defined, efficient sales process is in place for the launch to facilitate successful establishment of product.

Business Development

- Establishes both short - term results and long - term strategy including revenue forecasting.
- Monitors the strategies and processes across the revenue cycle from customer acquisition to engagement to success.
- Determines monthly revenue forecast and reviews the revenue figures with management.
- Works in compliance with company financial policies and regulations.
- Develops standard revenue recognition policies and suggests revenue generation activities.

Key Account Management

- Defines and executes the account - based marketing, visibility and the share of shelf plans that focus on demand generation and deals acceleration within strategic accounts.
- Designs and executes sales and marketing initiatives to meet pipeline requirements for different account segments.
- Develops and maintains strategic long - term trusting relationships with high volume clients to accomplish organic growth and long - term company objectives.

Channel Management

- Crafts and implements channel sales strategies to meet quarterly sales quota.
- Monitors and reviews customer order activity; and makes adjustments to processes and strategies as needed.
- Develops and executes attainable and strategy plans with the market needs as well as builds the multi - level relationships with its partners including those in the executive level.
- Ensures effective implementation of the strategies designed to obtain company goals and objectives.
- Manages sales pipeline, forecasts monthly sales and identifies new business opportunities.

Trade Marketing

- Formulates marketing strategy aligned with the brand strategy while focusing on Distribution, Display, Promotion and Price.
- Develops strategies to generate interest in the products, creating demand for the products at wholesalers and retail organizations.
- Monitors brand registrations and pricing strategy (brand wise / state wise / SKU wise).
- Communicates and facilitates achievement of volume target on month wise / brand wise / SKU wise basis

New Product Launch

- Spearheads the operation prior to product launch, observes the market and competition for better market positioning and coverage
- Innovation: Monitors the marketplace, competitive dynamics, changing customer expectations and emerging technologies; develops a new vision for our products that will meet customer needs and enables profitable growth.
- Responsible for product management, product development and advanced development.
- Manages cross - functional teams across several locations and carefully balances resources, priorities, capacity and logical sequencing of work to launch the steady stream new products.
- Long - term view: Develops a long - term product roadmap that will galvanize the organization and encourages customers to buy race winning brand's products.

People Management

- Provides the organization with the best talent available that meets the needs of the business.
- Looks ahead on how a new employee can be used to the fullest.
- Involves employees in any improvement program within an organization.
- Coordinates and incorporates with the employee's ideas into a business strategy.

Significant Contributions

2018 OCT - CURRENT: TAMER (Nestle Nutrition, Vatika, Trisa, Chubs, Avent & Yardley) | Regional Sales Manager – Modern Trade, Pharmacy & Wholesale

(West & North) Leading a team of 34 members inclusive of 6 direct reportees and 970 SKUs, Rakan remains in - charge of brands like Nestle Nutrition (Milk and Baby Food), Dabur Vatika, Trisha (Toothbrush and Hair brushes), Chubs (Baby Wipes), Philips Avent (Baby Bottles and Accessories), Yardley (perfumes and personal care). Within his role, he handles a fast - paced setting that is constantly evolving. In addition to strategic business development, he works closely with the Member Experience and Partnerships teams, reporting on insights from strategic partnerships to create significant leverage in future agreements. Designs and implements strategic sales growth plan for the region and cultivates lasting customer relationships. Remains responsible for expanding the customer base, delivering sales revenue budget, strategies and orchestrating company resources to maximize sales volume.

2017 JAN – 2018 SEP: BINZAGR (UNILEVER & Heinz Food) | Regional Sales Manager – Pharmacy (North, West & South)

Led a team with 17 members and 5 direct reportees inclusive of 505 SKU's with complete accountability over P and L along with planning and execution of growth strategy for organizational profitability. Devised robust strategies for process improvement to attain operational efficiency and cultivated strong relationship with all principals and customers, leveraged them for higher profitability and growth.

2014 DEC – 2016 DEC: BINZAGR FOODS | Channel Manager - Modern Trade & Food Service

With the designated responsibility of growing the MT and FS profitability and sales by brand and category. Held the responsibility towards creating and sustaining new sales, contracting, establishing and keep a good working rapport with resellers, various departments and dealing with channel programs. Improved customer consumption; planning and implementing customer presentations, overseeing account profiles, monitoring competitor activity, help all communications with resellers, creating plans for growing market share and communicating channel activities. He provides systems and creates partner management. As the Channel Manager, he constantly implemented innovative sales techniques for new products relevant and the needed monthly reporting of estimate and pipeline.

2014 MAY – 2014 NOV: BINZAGR FOODS | Brand Manager - Food Service

Led cross functional teams and remained responsible for PandL, with a direct control over controlled costs in line with department objectives and business plans. Remained as the face of the company across all trade fairs, exhibitions and conferences, deftly utilizing his networking skills to develop fresh leads and prospects. Developed annual brand plans in partnership with the sales and insight teams, and liaised closely with customers presenting products and marketing plans inclusive of reengineering effective ATL and BTL campaigns and launching multiple SKU's.

Academics

2010 - 2013 - BSc in Marketing from Auckland University of Technology, New Zealand

2008 - 2010 - Foundation Program from Taylor's College, New Zealand

Brands Associated With

