

SAMEER M. KALUSKAR

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PROFESSIONAL SUMMARY

Dynamic Sales professional with experience in promoting high value products and taking them beyond set boundaries. This is achieved not only by developing relationships and partnerships with Industries Pan India, but also through persistent Service-oriented outlook. Industries catered to are Pharmaceuticals, Food, FMCG and Chemicals.

SKILLS

Strategic planning
Team building and coaching
Problem solving
Marketing
Negotiations

Communication
Self motivated
Continuous improvement
Market positioning
Motivational Leadership

FOCUS AREA

Timely New product launches
Manage revenue per employee
Profit maximisation

Customer delight
Controlling DSO within limits

PROFESSIONAL ACHIEVEMENTS

1. Successful in implementation of specialised automation solutions for product handling with focus to reduce man involvement and improve line efficiency.
2. Entering new regions and segments to increase company's presence and market share.
3. Continuously adding new customers.
4. Sesotec - Resolved long pending Technical performance issues by involving German team, to ensure customer delight.
5. Sesotec – Extended my arm to Service function ensuring excellent service to customers resulting in repeat business.
6. ACG Pampac – Year-To-Year consistent growth of business pan India. Spearheaded the business from 1.00 Cr to over 15.00 Cr by entering new segments, value positioning of machines, launching of new machines and aggressively moving in the market.
7. ACG Pampac – Positioning of NPD in market and successful in convincing customer for Beta validation.
8. ACG Pampac – Achieved steady increase in profit realisation of machine sales.
9. Nishotech Systems – Identifying customer needs and pushed Design team to develop new systems like Chlorinated water system and CIP system for FMCG sector.
10. Nishotech Systems - Introduced Product Recovery system in CLS plants using pigging technology. One of the first in India installed at HUL and ITC plants.

11. Knowledge and expertise in different types of packing machines ranging from Horizontal cartoning machines, Vertical cartoning machines, Blister packing machines, VFFS machines, Horizontal flow wrap machines, Thermoforming machines, Pick fill seal machines, EOL machines, etc. and equipment's like Metal Separators and X-ray equipment.

ROLES AND RESPONSIBILITIES

1. Responsible for development and growth of business. To plan and achieve Marketing goals and sales targets on a monthly and yearly basis for the team.
2. Responsible for study and analysis of the Domestic business environments for development of New Products keeping in view company's strengths with reference to R&D and other capabilities. Collecting feedback from customers and preparing analytical data with evidences for Management to study and device the product development plan.
3. Responsible in budgeting, forecasting, sales & marketing strategy for self and team and its analysis, to ensure sustained revenue and profit growth with emphasis on higher contribution margins.
4. Building plans to establish product in new markets by acquiring new customers. Continuous analysis of ongoing market changes, reporting to Management and quickly adapting to new situations with solutions.
5. Competition intelligence - Monitor, analyze and evaluate market trends, consumer behavior and competitor activities to identify market opportunities; advise management about the required adjustments in marketing strategies and plans to meet the changing markets and competitive conditions.
6. Co-ordination between Design, QC, Operations and Purchase teams to ensure timely delivery of ongoing projects.
7. Co-coordinating with Service and Spares team for resolving product performance at site to achieve Customer Satisfaction thereby ensuring repeat business.
8. Mentoring new associates for smooth onboarding and learning the functionalities of other associates.

WORK EXPERIENCE

Technical Sales of Capital Equipment

August 2022 to current

Understanding of user requirement and positioning of machine; involving with customer to study existing line process and provide detailed Design with scale up solution for Automation to achieve higher production with efficiency of system.

Marketing activities such as event handling and invitation, brochure development, posts on social sites like LinkedIn, etc. to upgrade skills and knowledge of new areas.

Manager – Operations, Services and Applications

Sesotec India Pvt. Ltd. Pune

October 2021 – July 2022

Subsidiary of Germany based company engaged in supplying Metal detectors, metal separators, X-ray equipment, sorting recycling machines. Catering to Food, Plastic and plastic recycling industry in India.

- Oversee internal order kick off meetings and coordinating with Operations for timely delivery of equipment.
- *Motivating Sales team for effective customer visits. Monitoring sales team movement and implementing sales tools for planning annual to monthly visit plans.*

Technical Consultancy, Pune

July 2017 – September 2021

Provide solution to customers' needs by clear understanding of requirements and connecting with reputed manufacturer for customer satisfaction. Offering solutions of standardised machines as well as tailor designed automation system.

Conceptualise strategic business plan for new products, analyse market potential, competition, developing sales promotion kit and generation of business.

Manager Sales and Marketing (Promoted in July 2012)

Asst. Manager Sales

ACG Pampac Machines Pvt. Ltd., a part of ACG Worldwide, Mumbai and Pune

March 2010 – June 2017

Initially based at Mumbai office and later shifted to Talegaon plant for better interaction with different functions at plant level and able to respond in short time to customer requirements.

1. Focusing on principle thrust area of organisation.
2. Experience in ISO 9001 for Domestic Sales.

Asst. Sales Manager

Nishotech Systems Pvt. Ltd., Navi Mumbai

April 2008 – March 2010

Company is engaged in designing and manufacturing Purified Water systems for Pharmaceutical and Bio-tech Industry, Storage & distribution of PWS/WFI and process piping.

1. *Introduced new business vertical for the company.*
2. Received special award for introducing new segment – Food sector.
3. *Coordinate with Project team for site mobilisation and satisfactory closure.*

Asst. Manager – Sales (Promoted in April 2006)

Sales Engineer

Samarpan Fabricators Pvt. Ltd., Vadodara and Mumbai

August 1998 – March 2008

- Successful in introducing High speed and high value packing machines by phasing out existing machines.
- Key customers HUL, Cadbury, Marico, Haldirams, Nicholas Piramal, MIL., etc.

Sales Engineer

Drillco Metal Carbides Ltd., Chennai and Mumbai

January 1992 – July 1998

Head office in Pune, company manufactures Tungsten Carbide cutting tools, mining tools, Indexable tips and special purpose tips.

- Successful in introducing new generation cutting tools in private and government customers.
- Key accounts of Defence and Railways.

EDUCATIONAL QUALIFICATION

BE Mechanical Engineering in April 1991
Vishwakarma Institute of Technology, Pune.

TRAININGS COMPLETED

- ✓ Certificate in ISO on Internal Auditing for QMS based on ISO 9001:2008
- ✓ Leading Self, Leading Teams
- ✓ Unlocking Personal Leadership
- ✓ Enhancing Business Communication

PERSONAL INFORMATION

Date of Birth	:	09 th November 1969
Languages Known	:	Marathi, Hindi, Gujarati, Tamil & English
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Relocation	:	Ready to relocate.