

# SUBHASH DEVIDAS GADDAM

Expertise in Sales & Marketing Operations, Business Development, Territory Development across multiple categories; targeting assignments with a company of high repute

Location Preference: Aurangabad/ Nasik/ Ahmednagar/ Pune



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## Core Competencies

Sales & Marketing Strategies

New Territory Development

Pre & post-sales Services

Customer Complaint Resolution

Promotional Activities

Dealers Network Management

Brand Visibility / Promotion

Stocks Age Analysis

Product Trials

Team Management & Leadership

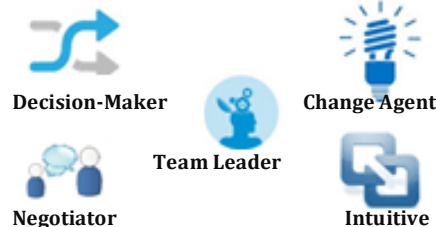


## Profile Summary

- A goal-oriented professional with **15 years** of experience in **Sales & Marketing Strategies Formulation, Monthly Sales Reports, Product & Brand Management, Territory Development and Team Management**
- Proficient in **sales projections, budgets**, cost-control systems & standardized procedures designed for stable operations & bottom-line profits; strategic leader with capabilities in accelerating growth & improving profits
- Hands-on experience in **formulating policies and planning recommendations** to the management, deciding or guiding courses of action in operations by staff / employees
- Proven record of addressing the **RFPs & RFIs**, building proposals, gathering market insights to understand the requirement
- Exposure in **maintaining cordial relationship** with customers, ensuring quality and service norms to achieve customer satisfaction and business retention
- Successfully implemented plans to reach out to **unexplored markets** for business expansion & capitalize on organizational growth opportunities
- Built broader and **deeper relationships with stakeholders**; openly promoted a winning attitude while exceeding performance expectations
- **Key People Leader**, who has successfully led and motivated large teams in a cross-cultural environment towards growth; created a clear & compelling view of future through coaching and execution



## Soft Skills



## Career Timeline (Recent 4)



## Work Experience

Since Nov'16: **Simero Vitrified Pvt. Ltd., Morbi presently as Sr. Area Manager (Team of 2)**

Growth Path: Area Manager → Sr. Area Manager

### Key Result Areas:

- Spearheading the Double Charge Vitrified Tiles & GVT Slabs sales for the Ahmednagar, Aurangabad, Jalna, Beed, Parbhani, Hingoli, Nanded, Latur, Osmanabad & Solapur locations
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- Managing network of Channel Partners across assigned territories for deeper market penetration & reach
- Devising & effectuating go-to-market strategy of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business expansion

- Establishing vision for assigned functions of Operations, Pre & Post Sales, Service, Distribution and Customer Service
- Participating in bids and tenders and managing complete bidding process, right from the initiation of the Request for Proposal (RFP) till complete bid submission and providing business solutions

#### Highlights:

- Pipelined sales based on market research, network management and client references; planned and prepared approaches, pitches and proposals, participated in pricing and work order negotiations
- Led the growth of industry sales and developed new business sales opportunities through both trade and consumer direct initiatives for the full range of products such as Verified Tiles & Sanitary Ware
- Submitted accurate and timely forecasts that were aligned with assigned sales quotas; surpassed sales targets by 130%



## Previous Experience

**2015 - 2016:** AGL-Panaria Pvt. Ltd., Ahmedabad as Area Manager

#### Highlights:

- Directed the Vitrified Tiles and Imported Tiles selling business division for the company
- Developed the territories across Ahmednagar, Aurangabad, Nashik, Jalna, Beed, Nanded & Latur

**2008 - 2015:** R.A.K. Ceramics (I) Pvt. Ltd., Mumbai as Territory Manager

#### Highlight:

- Headed the Ahmednagar, Aurangabad, Jalana, Beed, Nanded, Parabhani, Hingoli and Solapur territories for the selling of Vitrified Tiles & Sanitary Ware products

**2006 - 2008:** Pegasus Indian Textilaties, Mumbai as Sr. Sales Executive

#### Highlight:

- Drove a team for developing market for Exterior Paints, Construction Chemicals & Textures at Ahmednagar & Aurangabad

**2005 - 2006:** Jayant Color & Chemicals Industries, Mumbai as Sales Executive

#### Highlight:

- Drove the sales of Paints & Construction Chemicals for Ahmednagar, Nasik, Pune & Beed territories

**2004 - 2005:** Razon Engineering Co. Pvt. Ltd., Pune as Sales Engineer

#### Highlight:

- Led the sales & marketing of construction chemicals across Ahmednagar, Nasik, Pune, Solapur & Aurangabad

**2001 - 2004:** Ambica Paints Industries, Ahmednagar as Marketing Executive

#### Highlight:

- Managed the marketing of products Paints, Primers & Thinners across Ahmednagar, Nasik, Pune, Solapur & Aurangabad



## Education

- 2002:** Diploma in Paint Application Technology from M.C.E.D. Aurangabad
- 1996:** BA from Shivaji University, Kolhapur



## Training

- Attended Science and Technology Training at D.I.C. Ahmednagar from M.C.E.D. (30 days)



## Extracurricular Activity

- Working as a Teacher (Happiness Program) at The Art of Living Foundation, Bengaluru



## Personal Details

**Date of Birth:** 27<sup>th</sup> April 1974 || **Languages Known:** English, Marathi, Hindi & Telugu  
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