

Anil Kumar B

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I am a sales and marketing professional with over 12 years of experience at large multinationals. My studies in the Executive Program in Advance Marketing Management make me a strong marketer. It should be an added advantage for the organization to implement new marketing and develop the product portfolio in the assigned geography.

SKILLS

Marketing: Marketing strategy, Brand management, Advertising development, New product launches, Digital marketing, B2B Sales.

Sales: Customer Service, Problem Solving, Negotiating, Collaboration, selling, Relationship Building, Data Analysis.

EXPERIENCE

BAYER CROP SCIENCE

Territory Manager - Sales

MANDYA, INDIA

Feb 2023 to Present

- 4X growth of tomato Arayaman with new marketing strategies.
- Accelerated business growth by 12% by launching 3 new varieties.
- Achieved 30 lakhs of growth from the new geography expansion.
- Managed the sales return from 7% to 2%.
- Improved Days Sales Outstanding from 52 Days to 19 Days.

ENZA ZADEN INDIA PVT. LTD.

Business Executive- Sales

BELAGAUM & KOLAR, INDIA

June 2021 to Jan 2023

- Increased the sales of Hot Pepper, Cabbage in North Karnataka states of Dharwad, Belgaum Davanager, Chitra Durga Bagalkot and Gulbarga.
- Implemented business processes in Karnataka with stellar results to align the channel partners yielded 10% growth over 2020.
- Accomplished the protected business from 30 lakhs to 200 lakhs.
- Marketing strategy to achieve a 22% incremental market share in a highly competitive market for sweet pepper.
- I managed the sales team activity plans every month and made them do them based on 90% regional achievement.

SYNGENTA INDIA LTD.

Key Account Manager

BENGALURU, INDIA

May 2018 to April 2021

- B2B sales of Bay corn and Sweet corn made to achieve the business target of the year 2018.
- Business Strategy with a Processing Company on Baby Corn Generated business: 150% in 2019 vs 2018.
- Scaled protected business to Rs.1 crore with a go to marketing strategy.
- Achieved 12% incremental market share in a highly competitive market, with 3 product relaunches and 2 new product introductions.

Bayer Vegetable Seeds Pvt Ltd.

MYSORE, INDIA

Sales Specialist- Tomato

Oct 2016 to April 2018

- Introduction of New varieties Sampoona and Shreshta in the territory in 2017 should add the 70 lakhs business.
- Implementing the Go To marketing strategy.
- Scaled tomato business to Rs.1.2 crore to 2.9 crore with introduction and repositioning of the product portfolio.

Dupont Pioneer India Ltd

LINGASGUR & HAVERI, INDIA

Territory Business Lead

July 2015 to Sept 2016

- Building the Strong Millet brand in the Lingasguru market with increasing the sales from 70 MT to 138MT business in 2015.
- Increase the Corn business with 2.2 crore to 3.4 corer in Haveri 2016 with P3401 and P3502.

Rasi Seeds Pvt Ltd

BENGALURU, INDIA

Territory Sales Executive

Mar 2013 to Jun 2015

- Building the Strong relationship with the stake holders and strong Demand Generation activities on Corn did a business from 15 Lakhs to 1.1 core in Corn 2014.
- Introduce the New Corn varieties 3303 and Sampanna in the territory.

E.I Dupont

GULBARGA & MYSORE, INDIA

Marketing Ignition Officer

Aug 2010 to Sept 2011

- Gulbarga worked on Coragen to introduce in Aland market.
- Worked in Hunsur Market for Lannat Kocide, Equation Pro and Coragen on Ginger and Tobacco.
- Introduced the Londax and Ferterra in Paddy area T Narsipura and Nanjangudu.

EDUCATION

EXECUTIVE PROGRAM IN ADVANCE MARKETING MANAGEMENT

INDORE, INDIA

Indian Institute of Management

May 2021 to July 2022

PG – MANAGEMENT

GHAZIABAD, INDIA

Institute of Management Technology

Mar 2020 to Feb 2021

INTRENSHIP IN HORTICULTURE

ISRAEL

Agro Studies

Sept 2011 to Aug 2012

BSc– AGRICULTURE MARKETING AND COOPERATION

BENGALURU, INDIA

University of Agricultural Sciences

Aug 2006 to April 2010

ADDITIONAL INFORMATION CERTIFICATES

- Creating Consumer Value Through Effective Marketing- Upgard -Jan 2024
 - Business Development -Strategic Planning LinkedIn- Apr-2021
 - APAC Capability Workshop on PGH-Bangkok by Syngenta India Ltd. (07/2019)
 - Protected Cultivation Training in Spain by Syngenta India Ltd. (02/2019)
 - Management Internship in Yanay Nursery -Israel (08/2012)
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