

# Anil Kumar B

Bengaluru | [anil@anilkumarb.com](mailto:anil@anilkumarb.com) | +917975051349 | <https://www.linkedin.com/in/anilkumar-b>

I am a sales and marketing professional with over 14 years of experience and services at large multinationals. I'm working with Fyllo – IoT device for Precision farming. As a Territory manager in Bayer Crop Science—Vegetable division to improve sales by 12% over last year and Key Account Manager in Syngenta India Pvt. Ltd., I manage B2B sales for Baby Corn and Sweet Corn with a strategic approach to make corporate sales to achieve the target and timely collection of payments.

## SKILLS

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**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

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### Agrihawk Technologies Pvt. Ltd (Fyllo)

Bengaluru, INDIA

#### Senior Area Sales Manager

Dec 2024 to Present

- Achieved 23 lakhs in two months (Completed two years sales in two months).
- Go to Market strategy to appoint new channel partners.
- Did the Business in Cash and Carry.
- Liaison with Agri and Horticulture department for training new technologies to farmers.

### BAYER CROP SCIENCE

MANDYA, INDIA

#### Territory Manager - Sales

Feb 2023 to Nov 2024

- 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.

BELAGAUM & KOLAR, INDIA

#### Business Executive- Sales

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.

BENGALURU, INDIA

#### Key Account Manager

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.

I have also worked at Bayer, Dupont Pioneer, and Rasi Seeds Pvt. Ltd. between 2010 and 2018.

## EDUCATION

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EXECUTIVE PROGRAM IN DIGITAL MARKETING	INDORE, INDIA
Indian Institute of Management	Sept 2024 to Pursuing
EXECUTIVE PROGRAM IN STRATEGIC DIGITAL MARKETING AND APPLIED ANALYTICS	VISAKHAPATNAM, INDIA
Indian Institute of Management	Aug 2024 to Feb 2025
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

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- 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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