

Anil Kumar B

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I am a sales and marketing professional with over 12 years of experience and services at large multinationals. I'm working with Bayer Crop Science—Vegetable division to improve sales by 12% over last year. As a protected crop specialist in Enza Zaden with Open field and Protected Cultivation, Syngenta introduced the capsicum and Beit Alpha cucumber, which made me identify as a specialist in protected cultivation in South India.

SKILLS

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

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.

Protected Crop Specialist / Key Account Manager

BENGALURU, INDIA

May 2018 to April 2021

- 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

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

- 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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