

ANKUR SINGH

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Business Operations | Sales & Marketing | People Management

Strategy Planning & Execution | Industrial Sales | Business Development | B2B/B2G Strategies | New Market Expansion | Key Account Management | Contract Management | Channel/Distributor Management | Financial Modeling | Negotiations/Tenders/Bidding/RFPs | Technical Guidance & Quotations | Cross-functional Support | Training & Development | Team Building & Management

Dynamic, results-oriented leader with a strong track record of 15+ years in delivering record-breaking revenue and profit gains within highly competitive markets. Exceptional experience in leading complete Business Operations, involving Planning, Sales & Marketing, B2B/B2G, Brand Development, Launch, and Management, Channel Operations, P&L/Revenue Generation, Deal Negotiation and Closure, Client Engagement, Corporate and Government Key Account Management, and Client Relationship Management. Proven ability in influencing and building partnerships to drive revenue and increase selection with OEMs.

Proficient in marketing strategy building for new product, including new launch, product positioning and brand management by developing and leveraging strong relationships with key decision makers. Proven skills in the development and execution of annual business plans with the capability to accomplish corporate objectives in revenue earnings & profitability, budgeting, vendor evaluation and performing other activities assigned by top management. Experience in leading high-performance sales teams, backed by confidence to interact with individuals at all levels with a focus on developing and maintaining the confidence and trust of the management and stakeholders.

Career Highlights

- Proven successes in winning new business and securing product approvals.
- Successfully developed and managed distributors and key customers - Reliance Industries, Essar Power, NTPC, Indian Railways, L&T Power, Adani, Wartsila India, GE India, SKF India, Bosch India, and TATA Motors.
- Accredited with the VP award in 2019 for exceptional performance.
- Winner of the Global Sales competition in 2014

Professional Experience

Shell India Markets Pvt. Ltd., Gurgaon | Jul 2010 – Aug 2022

Sr. Business Development Manager - Automotive OEMs - Lubricants, Gurgaon | Jul 2018 – Aug 2022

- Exceptional contributions in formulating business strategies and efficient deployment of available resources to achieve business targets involving targeted profit.
- Achieved significant growth in lubricants business with selected Automotive OEMs.
- Lead on strategic planning for the B2B business development growth. Managed key customer relationships and participated in closing strategic opportunities.
- Communicating clear strategies and developing clear direction for marketing, business development and revenue growth.
- Sourced and worked with strategic partners in territories to help accelerate contracts and relationships
- Monitored customer, market, and competitor activity and provide key market and sales insights to global product teams
- Lead and supported complex sales presentations, proposals and negotiations. Created and conducted proposal presentations and RFP responses.
- Involved in conducting evaluation of the latest marketing trends, tracking competitors' activities, sales estimation, budgetary controls maintenance, loss prevention, inventory control, and merchandising standards also provided valuable inputs for fine-tuning sales and marketing plans across the retail establishments.
- Worked in collaboration with the OEM Partners to build a positive relationship and ensure stated business objectives are achieved.
- Executed financial modeling for long-term contracts, involving risk mitigation measures and final contract closure.
- Actively participated in lubricants tenders/RFQs of automotive OEMs.
- Exhibited skills in understanding customer requirements and recommending solutions with mainstream and premium product ranges.
- Immensely contributed in developing business via B2CI channels for a selected product line.
- Initiated premium drive to enhance profitability for the assigned portfolio.
- Managed multiple key accounts - Honda Motorcycle & Scooter, Honda Cars, Yamaha, Suzuki 2W, KIA, and BMW, MSIL.

Key Account Manager, B2B - Power Lubricants, Gurgaon | Jan 2016 - Jun 2018

- Significantly contributed in achieving business growth in lubricants business in the Power sector across India directing attention to stationary marine and gas engines, turbine lubricants and other associated auxiliary lubricants.
- Developed and maintained strategic long-term trusting relationships with high-volume clients to accomplish organic growth and long-term company objectives.
- Actively engaged in the development and management of the lubricant tenders/RFQs of NTPC, ONGC and other power companies in India. Steered business by winning new accounts, cross and up sales through hunting and pipeline.
- Formalized potential customer network and established long-term relationships across the client portfolio with an exceptional understanding of the client requirements.
- Provided mainstream and premium product solutions with an outstanding understanding of the customer's requirements.
- Managed multiple reputed accounts - Reliance Industries, NTPC, ONGC, GAIL, Essar Group, MCFL, Wartsila India, and GE India.

Key Account Manager, B2B- Lubricants, Jaipur | Jul 2010 – Dec 2016

- Achieved exceptional growth in the lubricants business in auto component and general engineering sector in assigned territory along with management of the receivables and inventory.
- Successfully enhanced valet share with existing accounts through up-selling and cross-selling and winning new accounts through prospecting and hunting.
- Active participation in the lubricants tenders of Indian Railways and state transports ensuring business continuity and growth.
- Extended remarkable technical support for greases and lubricating oils.
- Skilled in gathering and analyzing competition activities in the market and providing inputs to the business.
- Gain new product approval from OEMs and Indian Railways for lubricants and greases to win new business through direct and channel partners.
- Developed and established harmonious and strong relationships with existing customers for potential future business opportunities.
- Handled various key accounts - National Engineering Industries Limited, Bosch Limited, Schaeffer group, TATA Motors, VECV, Ferromatik Milacron, Elecon group, Windsor Machines, and The Supreme Industries Limited.

Previous Experience

Optimum Tech Solutions Pvt. Ltd., Delhi | Assistant Manager - Marketing
Iscar Cutting Tools, Gurgaon | Senior Marketing Executive

Feb 2009 - Jul 2010
Aug 2004 – Apr 2007

Education

MBA (Sales & Marketing) | 2009
ICFAI Business School, Kolkata, India

Bachelor of Technology in Mechanical Engineering | 2004
College of Engineering Roorkee, India

Technical

MS Office | Outlook | Internet Applications | CRM & SPSS software.

Professional Training

Competitive intelligence gathering and development of sales and marketing plans with Ashok Leyland Ltd.
Analyzing the competitive environment to map the future perspective and strategies.
Developing customer value proposition

Personal Profile

Date of Birth: 10th February 1981
Address: Noida, India