

# JAGAN MOHAN GUTTI

## Strategic Business Leader & Dynamic Innovator

Focused individual with expertise in achieving business growth objectives by investigating new opportunities and maximizing competitive strength for long-term success; targeting assignments in **Business Growth & Market Development, Channel & Distribution Management, Market Penetration, and Strategic Alliances** with a growth-oriented organization

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### CORE COMPETENCIES



### SOFT SKILLS



### EDUCATION

- **MBA in Marketing** from Ananta Education Society's Xavier's Institute of Business Management Studies, Hyderabad in 2015
- **B.Sc. in Electronics** from SV University, Kadapa in 2006

### IT SKILLS

- MS-Office
- Internet Applications

### PROFILE SUMMARY

- **Accomplished Strategic Level Professional** with a proven track record of **16 years** in **driving business growth and transformation** in the FMCG, Telecom, and social media industries
- **A visionary leader with expertise in developing and executing high-impact business strategies** tailored to the unique dynamics of these industries, delivering sustainable competitive advantage
- **Deep understanding of the FMCG landscape**, including channel management, retail sales, and B2B/B2C sales, with a focus on revenue generation and customer relationship management
- **Extensive experience in the Telecom industry**, encompassing go-to-market strategies, strategic alliances, and maximizing market penetration to capitalize on emerging technologies and consumer trends
- **Well-versed in the intricacies of the social media industry**, driving organic growth, and leveraging data analysis to optimize campaigns, deliver brand solutions, and generate exceptional results
- **Proven capability to identify partner strengths**, plan and execute effective business development initiatives, and establish strategic alliances for deeper market penetration in these dynamic industries
- **Strong leadership acumen** demonstrated through **building and leading high-performing teams**, fostering collaboration, and delivering immediate results in terms of new business development
- **Strategic thinker with a keen eye for market trends**, competitor analysis, and industry dynamics, enabling informed decision-making and effective countermeasures to gain a competitive edge
- **Skilled in revenue maximization** through strategic forecasting, pricing, and optimal business, and distribution channel mix, ensuring profitability and sustainable growth in FMCG, Telecom, and social media sectors
- **Excellent communication, stakeholder management, and negotiation skills**, proficient at forging relationships with C-suite executives, clients, and cross-functional teams to drive consensus and secure buy-in for strategic initiatives

### CAREER TIMELINE

Feb'23-Present

May'19-Nov'22

Apr'18-May'19

Apr'15-Mar'18

Jul'07-Jul'15



**Vodafone Idea Ltd.**

**ShareChat – JEET11 (Mohalla Tech Pvt. Ltd.)**

**SYSKA LED Lights Pvt. Ltd.**

**Vodafone Mobile Services Ltd.**

**ITC Ltd.**

### WORK EXPERIENCE

**Feb'23-Present: Vodafone Idea Ltd., Vijaywada as AGM Channel Sales (Area Sales Manager)**

#### Key Result Areas:

- Spearheading transformative initiatives to drive exponential revenue growth and market expansion for Vodafone Idea Ltd., positioning the company as a market leader in the highly competitive telecommunications industry
- Crafting and executing innovative sales strategies, consistently surpassing revenue targets, and propelling Vodafone Idea Ltd. to unparalleled market dominance
- Leading cross-functional teams in identifying and capitalizing on emerging market trends, ensuring Vodafone Idea Ltd.'s proactive stance in maintaining a robust competitive edge
- Orchestrating high-impact marketing campaigns, harnessing state-of-the-art technologies and data analytics to bolster brand visibility and foster unparalleled customer engagement, resulting in substantial customer acquisition and retention rates

- Formulating and executing robust business development plans, forging strategic alliances and partnerships, thereby facilitating successful entry into untapped markets, and fostering key strategic relationships
- Overseeing the implementation of a comprehensive sales training program, empowering the salesforce with cutting-edge skills and knowledge to excel in the dynamic and fiercely competitive telecom landscape
- Pioneering the integration of advanced CRM systems and sales automation tools, optimizing sales processes, resource allocation, and overall operational efficiency
- Driving the successful launch of pioneering products and services, conducting extensive market research, identifying customer needs, and leveraging invaluable market insights to develop compelling value propositions
- Cultivating enduring client relationships with key accounts, employing a proactive approach in identifying upselling and cross-selling opportunities, and delivering tailored solutions that align with their unique business objectives
- Advising and collaborating closely with top-level executives on strategic decision-making, offering invaluable insights and recommendations based on comprehensive market intelligence and profound industry expertise

#### **May'19-Nov'22 with ShareChat – JEET11 (Mohalla Tech Pvt. Ltd.), Bengaluru (PAN India)**

##### **Growth Path:**

Regional Business Manager–AP, Telangana & Karnataka                      May'19-Sept'20  
 Business Strategy Manager – PAN India    Sept'20-Nov'22

##### **Key Highlights:**

- Strategic Team Management; Led a 600-resource team across PAN India, provided visionary leadership to 23 direct reports and ensured seamless operations for INR 27cr monthly business
- Channel Development and Distribution Excellence; Established sales territories, quotas, and goals, optimized distributor coverage, and achieved superior sales distribution outcomes
- Key Account Management and Revenue Optimization; Managed key B2B customers and dealers, nurtured relationships, and consistently met monthly revenue targets
- New Business Acquisition and Growth: Drove new business through targeted approaches like cold/warm calling, meetings, presentations, and trade shows, resulting in the successful growth
- Revenue Generation and Stakeholder Management; Delivered end-to-end digital advertisement sales, secured partnerships with major brands, and maximized revenue on the Sharechat platform

#### **Apr'18-May'19 with SYSKA LED Lights Pvt. Ltd., Nellore/Rayalaseema/Kurnool/Anantapuram/Kadapa/Chittoor as Assistant Branch Manager**

##### **Key Highlights:**

- Orchestrated and empowered a high-performing team of 14, including 1 Area Sales Manager, 3 Territory Sales Managers, and 10 Sales Officers, driving a monthly business of INR 60 Lakhs
- Translated marketing and business plans into actionable strategies, cascading them geographically for flawless execution and resource optimization
- Revamped performance management with quarterly/monthly reviews, identifying strengths, development areas, and training needs for Sales Officers while implementing a robust forecasting system
- Maximized dealer network motivation and performance, swiftly addressing underperforming dealers, ensuring on-time order fulfillment, and optimizing post-sales collections
- Executed targeted market tactics within budget, diligently monitoring and implementing all marketing and business activities for maximum impact and returns

#### **Aug'15-Mar'18 with Vodafone Mobile Services Ltd., Karimnagar, Kadapa as Distributor Manager – Zonal Distribution**

##### **Key Highlights:**

- Optimized distributor performance through strategic evaluation, empowering them to secure critical business deals, deliver impactful presentations, and manage lucrative tenders
- Engineered profitable pricing structures, leveraging annual regional meetings to motivate distributors, expand client networks, and successfully launch new products
- Drove business growth by implementing targeted sales plans and forecasts that aligned with ambitious targets
- Delivered influential reports to senior management and stakeholders, facilitating data-driven decision-making for enhanced outcomes
- Served as a trusted advisor, delivering concise, high-impact insights and recommendations that shaped strategic actions and fueled the organizational success

#### **Jul'07-Jul'15 with ITC Ltd., Hyderabad/Tirupati/Kurnool/Mahaboobnagar/Kadapa as Senior Area Executive**

##### **Key Highlights:**

- Formulated and executed dynamic Sales & Distribution strategies, driving unprecedented business growth and surpassing targets
- Orchestrated the launch of India's leading products, including Fiana Di Wills, Vivel Beauty Soaps, Superia Soaps, and more, achieving industry dominance and substantial revenue gains
- Pioneered innovative merchandising and BTL communication plans, ensuring superior brand visibility and consumer engagement
- Cultivated strategic alliances with channel partners, optimizing resources to surpass sales goals and expand market reach
- Played a pivotal role in propelling overall organizational success, delivering exceptional sales growth, and establishing a formidable market presence for an esteemed product portfolio



#### **PERSONAL DETAILS**

**Date of Birth:** 14<sup>th</sup> January 1985 | **Languages:** English, Hindi, and Telugu | **Address:** Vijaywada, Andhra Pradesh