

PHOTO

Sandeep Singh Khiriya
Contact: +91-9166184000
E-Mail: khiriya84@gmail.com

Sales & Operations Manager with **over 7 years** of experience in designing projects, handling operations, administration and increasing business volumes, growth, revenue, market share & profits; targeting senior level assignments in **Operations, Sales & Marketing** with organizations of high repute.

Profile Summary

- **Designed successful key accounts & B2C sales techniques/strategies/tactics** using customer and market feedback.
- Developed subject matter expertise in diverse industries i.e. **Green Construction Technologies, Dairy development, Sustainable Agriculture and Organic Fertilizer and pesticides manufacturing & marketing** etc.
- Skilled in **identifying potential customers, designing projects as per client's requirements, leading the negotiations and offering turnkey solutions** to clients in Green Construction Technologies, Dairy and Agriculture input manufacturing.
- Accelerated the growth of the organizations across **Rajasthan regions**.
- Played a major role in **creating a new channel as dairy key account, organic agriculture inputs key account and tie up with new channel partner** establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration & reach.
- Planned, formulated & implemented **marketing strategies, schemes, events, and other promotional activities** to increase market penetration and drive revenue & profitability by maximizing sales.
- Prepared & maintained customer data, reports & documentation by using MS office & **Company Database**

Core Competencies

B2B / B2C Sales & Marketing
Key Account Management
Competitor Analysis

New Business Development
Branding/Promotions
Market Research & Penetration

Channel / Distribution Management
MIS Reporting & Documentation
Team Building & Leadership

Organisational Experience

Since Sep'15 with NEEW Alwar Chief Manager Operations and Sales

Key Result Areas:

- Managing B2C / B2B sales & marketing strategy development, product planning, profit, and revenue & market share targets
- Managing payments, Tracking orders and daily operations.
- Worked on financial operations with management.
- Developing & deploying quarterly & annual plans, programs and policies for team members; backing all cross-company sales objectives such as budgets preparation, forecasting of sales targets, and so on.
- Designing & executing channel sales & distribution strategy to achieve segment-wise targeted sales volumes, state & city-wise market shares, reach, and coverage objectives.
- Exceeding volume & profit goals by mapping new sales prospects and nurturing partnerships with existing customers.
- Conducting competitor analysis & competency mapping for analysing market trends and competitor moves to achieve market share metrics.
- Steering promotional activities of products in public events and festivals

Highlights:

- **Successfully developed strong farmer network across Rajasthan Important areas region markets** such as Alwar, Jaipur, Nagaur, Bikaner and so on through identification and leverage of multi-disciplinary growth opportunities & enablers.
- Played a major role in **maintaining and developing customer through** meetings and regular follow up.
- Achieved sales target business through market mapping, lead generation, maintaining robust channel sales as well as servicing existing customers.

Sep'13-Sep'15 with NUS, Alwar as Team leader sales & Operations

Key Result Areas:

- Regular Operations management such as invoicing, dispatch and tracking.
- Visited potential customers for new business and provided quotations; negotiated terms of agreement and closed sales.
- Built a strong distribution network for achieving greater market reach & penetration.
- Participated in conferences, group meetings, trade shows and exhibitions to deliver presentations on company products.

- Achieved revenue targets and objectives in-line with the Area Business Plan.
- Developed and trained team as per business requirement

Highlights:

- Played a major role in adding major accounts.
- Steered efforts in **retaining market lost market share**.
- Exceeded sales target by **47%** in **2014-2015**; successfully negotiated and closed new sales, prepared proposals and quotations, negotiated and won new contracts.
- Contributed to identifying upcoming product opportunities; supported product development to enhance/develop current/new products which resulted in revenue enhancement.

Projects Undertaken

- **NUS:** Lead flagship programme of ACC cement “ Green Building Center” under **Mr. Danish Rashid (GM Acc Ltd north and Head GBC)**- In collaboration with NUS , ACC cement, Development Alternatives(Tara machines) and HANS foundation a unit called HANS concrete product – Green building construction materials manufacturing and sales.
- Lead One milk unit for NUS in pilot phase which is now **Maha Shakti Milk Producer Company (FPO)**
- Development of Low Cost Organic Agriculture (LCOA)Practices as a tool to promote sustainable farming, which got recognized in 35 countries of Asia and Africa through an inter-governmental organization **African Asian Rural Development Organization (AARDO)**. Further it made NEEW member of Technical Committee for Organic Agriculture Promotion, Republic of Namibia.
- Development of project Collective, Conservation and Organic Farming (COFARMIN) and its transformation into **NEEW Conservation and Organic Farming Limited**, which is a women founded and women managed collective farming company with more than 5000 women farmers as its shareholders and with more than 10,000 hectares of farmland under its management.

Internship

- Socio economic development of women through microfinance – a case study of Alwar district.

Technical Skills

- Windows 7/XP/2003/Vista/8/10, MS Word, Excel & PowerPoint

Education

- M.B.A. (Finance & Marketing) from Amity University Jaipur in 2013
- B.E. (Electronics and Communication) from Shankara Institute of technology Jaipur in 2007

Personal Details

Date of Birth: 05/08/1984

Languages Known: English, Hindi and local dialects of Rajasthan

Address: 68, Smanvay villa, Lata nagar, Kalwar road, Jaipur.