

Resume

BD SPECIALIST/ MBA/ EXPERTS IN FS & RETAIL F&B: PRODUCTS SYSTEM SOLUTION/ DEEP KNOWLEDGE IN FOOD SCIENCE AND BEVERAGE TRENDS

Personal details

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Profile

Result-oriented professional targeting assignments in Marketing and sales. Focused & resourceful professional with over 14 years of experience in Trade, Distribution & Marketing, Brand building, sales. Engaged channels to close sales, deliver services; provided on-going support and training, promotion, campaign. Experience in enhancing organizational reach and market share through the application of robust strategies, effective pricing and excellent client relationship management. Target-oriented team player with excellent communication & people management skills that have been honed through in managing cross-functional teams.

Employment

Mar 2024 - Present

Sales Manager

Mentech International LLC, UAE

Develop a strategy to reduce interruptions at work. Skilled at adapting to project constraints and resolving problems on my own. Handle the logistics of transporting goods into the country, serving at the liaison between the sellers and the customers. Evaluating suppliers, maintaining relationships, approving products and ensuring the cost effective procurement of materials, parts or goods. Conduct market research to identify opportunities for promotion and growth. See all ventures through to completion and evaluate their success using various metrics. Liaise with stakeholders and vendors to promote success of activities and enhance the company's presence. Contribute in the implementation of marketing strategies. Manage day to day operations, overseeing the operation stem and department. Ensure organizational processes comply with legal regulations and standards

Jun 2022 - Feb 2024

Regional operation Leader & Key Account Manager

Rasna International, Eastern Region of India

Operating manpower of 27 heads towards objective. Article listing & Launching to Promotion of new brands. Handling category manager of E com, Modern trades CSD & CPC with care. Budgeting & production

forecasting Conducting brand awareness activities, sales promotion & spot sampling of products. Setting SMART target v/s Incentives for the team to achieve company sales volume.

Accomplishment:-

Achieved 125% sales growth after six months of working & got promotion from NKAM to ROL.

Jun 2018 - May 2022

Business Development Executive

Carlsberg India Pvt.Ltd., South Bengal, Kolkata

Ensure Trade Marketing & Distribution objectives; ensured profitable growth of Market share. Market survey, targeting and forecasting of new opportunities. Negotiated and closed long-term agreements with new clients in assigned territory.

Accomplishment:-

Achieved 270 % PLI over the years from 2018 onwards by delivering 30% Market share, 85% Numeric Distribution of SKUs and providing the 3rd highest volume in GGA contribution territory in Eastern Region in Carlsberg India. Boosted add-on business by 29% within 6 months of great hard ship in pandemic scenario in Carlsberg Ind 2021. Produced 3.5% increase volume by capturing 21% of Market share from competitors accounts in YTD revenue over 2019 despite having bad industry movement.

May 2016 - May 2018

Territory Development Executive

ITC LTD/ ZYDUS LTD, Kolkata, West Bengal

Exceeded targets by building, directing and motivating high-performing sales team. Established successful account relationships with win win process building rapport and maintaining consistent communication. Increased volume business with existing accounts through proper AVF.

Apr 2013 - Jun 2016

Senior Business Development Executive

PepsiCo (VBL), South Bengal, Kolkata

Ensure Trade Marketing & Distribution objectives; ensured profitable growth of Market share. Team playing with 12 heads. Negotiated and closed long-term agreements with new clients' vendors, retailers in assigned territory.

Accomplishment:-

Increased customer base by 52% by expanding market to include coastal belt of east Midnapur and Haldia in Pepsi. Boosted add-on business by 170% growth within year 2014 Pepsi.

Jan 2011 - Mar 2013

Pharmaceutical Sales Representative

Cipla LTD, North Bengal

Actively listened to customers, handled concerns quickly and escalated major issues to concerns. Meetings with the Doctors. Conduct CME with Doctors Conducting medical awareness campaign in peripheries Of North Bengal. Driving sales targets towards company goals.

Accomplishment:-

Documented and resolved negative relation and disputes which led to business growth. Achieved record-high client growth in [2012] by developing a comprehensive sales hike by 132% growth over 2011 and marketing plan in Cipla Ltd.

Education

Apr 2025 - Present	Executive Program in Business Analytics & Data Driven Decision Making IIM, Visakhapatnam
Jan 2009 - Jan 2011	MBA: Marketing & Finance (PGDBM) Eastern Institute for Integrated Learning in Management (EIILM), Kolkata
2005 - Apr 2008	BBA: Commerce City South College, Calcutta University, Kolkata
Mar 2003 - Jan 2005	High School Diploma (WBHSE) Nangi High School, Kolkata

Courses

Dec 2009	Market Research & Survey for ITC Ltd.
Jun 2023	Google certified in Digital Marketing and Ecommerce

Skills

MS Word

Power Point

Relationship building and rapport

Sales pipeline management

Strategic planning

Marketing

Revenue and profit maximization

New Business Development

Budget forecasting

Languages

English

Hindi

Bengali