

## PRADEEP B. WADEKAR

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✦ Strategic Planning

✦ Marketing / Business Development

✦ Operations Management

### An Overview

#### Strategic Planning

#### New Business Identification

#### Sales & Marketing

#### Business Development

#### Sales Promotion

#### Brand Management

#### Logistics & Warehouse Management

#### Inventory Management

#### Distribution Management

#### Quality Assurance

#### Credit Control

#### Client Relationship

#### Manpower Management

⇒ A result-oriented professional offering over **19 years** of rich experience in the FMCG, IMFL / Wine industries.

⇒ **Presently serving VGS – Proctor & Gamble-Business Partner, as a Sales Head**

⇒ Deft in driving new business through key accounts and establishing strategic partnerships and dealer relationships to increase revenues.

⇒ Aggressive sales and marketing tactics with strong exposure of working with prominent and high profile accounts.

⇒ Expert in sophisticated sales models and vast knowledge of both the marketplace and complexities of products.

⇒ Outstanding success in building and maintaining relationships with key corporate decision makers.

⇒ Innovative and results-driven manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement.

⇒ Adept at devising & implementing pre & post marketing activities for successful launching of new products.

⇒ A progressive professional exposed to high pressure corporate environments and building brand eminence through strategic communication initiatives.

⇒ Excellence in diverse verticals of Customer Relationship Management such as customer experience / value management and loyalty programs.

⇒ Analytical and organized with the proven ability to identify client needs, make recommendations and implement effective solutions; highly skilled in rapidly developing rapport.

⇒ Go getter with strong communication, negotiation and interpersonal skills, and proven ability to surpass targets within deadlines.

⇒ Ready for movement in anywhere in India.

### Business Skills

**Strategic Planning:** Conceptualising & implementing competitive strategies for generating sales, developing and expanding market share towards the achievement of revenue & profitability targets.

**Sales & Marketing:** Ensuring the successful accomplishment of set business targets; meeting the ever-increasing competition from organised and unorganised structures. Developing and implementing marketing plans with focus on advertisements and other promotional activities.

**Business Development:** Analysing the business potential; conceptualizing & executing market segmentation/penetration strategies to drive business, augmenting turnover and achieving the desired targets. Evaluating and pursuing business opportunities as per targeted plans & achieving market share.

**Brand Management:** Framing strategies for establishing greater awareness about company & its products. Building brand focus in conjunction with operational requirements; implementing pre/post launch sales promotional activities for brand building & market development.

**Channel Management:** Identifying the network with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share. Gaining inputs from dealers for ensuring timely deliveries to the customers and conducting survey for new dealer appointment.

**Key Account Management:** Mapping client's requirements & providing best products to suit their requirements backed up by prompt after sales service; generating business from existing accounts and achieving sales growth. Developing and maintaining close business relations with end users of the company products.

**Operations:** Managing the administration and daily operations including operations, product sales and customer service. Forecasting demand, managing inventory and ensuring optimum inventory levels. Monitoring inventory of fast, medium and slow moving Items. Negotiating with various transporters to reduce logistics costs.

**Team Management:** Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational & sales related issues. Monitoring the performance of team members to ensure efficiency and meeting of individual & group targets.

## **Career Record**

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**July-2018 – Till Date**

**VGS – Proctor & Gamble - Business Partner**

### **Significant Contributions**

- ✓ Handling an annual turnover of Rs.400cr.
- ✓ Manage a team of 2 ASM, 8BE, 46 STL & 252 DSE
- ✓ Looking after East UP
- ✓ Played a pivotal role in identifying new avenues to increase sales.
- ✓ Successfully managed the distribution channel, monitored the performance of retailers, extended the brand coverage across every corner of the region and increased market share.

**APR, 20015- June, 2018 with RSPL Ltd. As State Head – Maharashtra**

### **Significant Contributions**

- ✓ Handling an annual turnover of Rs.350cr.
- ✓ Manage a team of 5 ASM, 10 TSO & 80 TSI
- ✓ Looking after entire Maharashtra State
- ✓ Played a pivotal role in identifying new avenues to increase sales.
- ✓ Appointed new distributor to increase distribution network.
- ✓ Handling of Marketing activities, installations of POP design & Road shows.
- ✓ Successfully managed the distribution channel, monitored the performance of retailers, extended the brand coverage across every corner of the region and increased market share.
- ✓ Manage to contribute 40% sale of Xpert - Dish wash Bar
- ✓ Continues growth in Ghadi Powder

**APR, 20013- 2015 with RSPL Ltd. As RM – Maharashtra**

### **Significant Contributions**

- ✓ Was looking after 25 districts.
- ✓ Manage a team of 6 TSO & 50 TSI
- ✓ Handling an annual turnover of Rs.260cr

**July, 20011- 2013 with RSPL Ltd. As RM – Maharashtra**

### **Significant Contributions**

- ✓ Was looking after 13 districts.
- ✓ Manage a team of 4 TSO & 40 TSI
- ✓ Handling an annual turnover of Rs.110cr.

**APR, 2009- 2011 with RSPL Ltd. As RM – Rajasthan**

### **Significant Contributions**

- ✓ Handling an annual turnover of Rs. 80cr.
- ✓ Manage a team of 4 TSO & 30 TSI

- ✓ Played a pivotal role in identifying new avenues to increase sales.
- ✓ Appointed new distributor to increase distribution network.
- ✓ Handling of Marketing activities, installations of POP design & Road shows.
- ✓ Successfully managed the distribution channel, monitored the performance of retailers, extended the brand coverage across every corner of the region and increased market share.

**APR 2008 – MAR 2009 with Champagne Indage Ltd. Mumbai as Area Sales Manager**

**Significant Contributions**

- ✓ Manage a team of 2 Asst. Managers, 4 Sr. TSI, 3 TSI
- ✓ Designed and implemented strategies for the launch of new age wines.
- ✓ Successfully managed complete business in to organized retail sector including Institution sale.
- ✓ Steered various promotional campaigns in Fine Dine & Restaurants.
- ✓ Generated sales worth Rs. 36 Cr. contributing 6 % to the total revenues.

**APR'06 – MAR'08 with United Spirits Ltd, (UB Group) Mumbai as Area Sales Executive**

**Significant Contributions**

- ✓ Manage a team of 3 TSE, 2 Promoters, and 2 distributors.
- ✓ Generated sales worth Rs.42cr.
- ✓ Recorded an all time high sales for Mumbai with growth of over 20% in the first quarter.
- ✓ Successfully conducted promotional activities in on & off Premises.

**Jan'01 – Mar'06 with United Spirits Ltd, (UB Group) Mumbai as Territory Sales Executive**

**Significant Contributions**

- ✓ Successfully handled the business of various brands viz. Royal Challenge, Mc Dowells, Bagpiper and Signature, worth Rs. 15 Crores.
- ✓ Enforced strict credit control measures to recover all outstanding payments on time.
- ✓ Instrumental in elevating Bagpiper Whisky the No. 1 Whisky in the World.
- ✓ Launched McDowell's Diet Mate Whisky and increased its sales by 100 % vis a vis its launch.
- ✓ Successfully introduced and launched Bagpiper Tetra Pack Whisky, the first whisky in tetra pack with 100 % availability.
- ✓ Recognised as one among the 25 in a sales force of 400; awarded with foreign tour as a special appreciation.
- ✓ Led a team of 8 Executives accountable for their overall performance and productivity.

**MAY'97 – DEC'2000 with Gwallor Distillers Ltd., Mumbai as Sales Officer**

**Significant Contributions**

- ✓ Successfully launched new brands of Liquor in Mumbai Suburb area.
- ✓ Managing team of promoters and directly responsible for promotional activities and merchandising for all brands.
- ✓ Co-ordinating with agencies for local activity and promotion.
- ✓ Co-ordinating with distributors and their sales team for secondary scheme settlement.

**Scholastics**

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- ✓ **Bachelor's Degree in Commerce** from Mumbai University in 1997.
- ✓ **Pursuing Master's Degree in Marketing Management** from Welinkars Institute of Management Studies and Research, Mumbai.

**Trainings Attended**

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- ✓ Sales Training by Mr. Malcom Mascarenhas.
- ✓ Motivation Training by Mr. George Judah.
- ✓ Team Work and Motivational Training by Mr. Gurdeep Anand.

**IT Skills**

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- ✓ Well versed with MS Office - Certified course from NIIT.

## Personal Dossier

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Date of Birth : 4<sup>th</sup> June 1977  
Present Add : 602/B, Mahaveer Heights, DLW Road, Shivdaspora, Varanasi-221106  
Permanent Add : 603/22, Swagat CHS. New Link Road, Kandivali -W, Mumbai - 400067, MH  
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