



NILESH KUMAR MISHRA

~ Top Management Professional ~

Offering 20 years of commendable success in Sales & Marketing / Business Development / Distribution Management with a leading techno-driven & FMCG organization of repute

Personal Details

Date of Birth: 8th June 1976

Languages Known: English, Hindi Gujarati & Bengali

Address: A-304 Vrindavan Garden, Yashwant Viva Township,
Near D-mart, New Linking Road, Vasai East-401209, Mumbai.

✉ : nileshmishra@gmail.com; niles97@rediffmail.com
☎ : +91-9920284203; 9594990666

Key Skills

IT Project Management

Strategic Planning

Dealer Business Management

Business Strategy & Execution

Business Development

Operations Management

Sales & Marketing

Training & Development

Team Building & Leadership

Profile Summary

Over 20 years of commendable success in Sales & Marketing, Business Development, Product Management, Dealer Management, Customer Relationship Management & Service Delivery with FMCG.

Proven capability in achieving / exceeding targets, opening new and profitable product/services markets and setting up business operations in untapped markets. Distinction of exploring new markets for businesses growth and streamlining sales & marketing operations.

Recognized for bottom line driven, with strong focus on new products development and leadership qualities; exposure in market development, product positioning & handling distribution network.

Spearheaded overall operations and facilitated timely service delivery as per defined SLAs; proficient in leading operations/business to successfully accomplish corporate plans and goals.

Excellence in ensuring maximum customer satisfaction by providing them with pre / post technical service assistance.

Extensive cross-functional experience like FMCG spanning Strategic Planning & Execution, Information Technology, Project Management, Sales & Channel Management Client & Account Management, Process & Operations Management, Administration & Facilities Management and People Management.

Successfully worked with cross-functional teams to achieve various marketing and sales thresholds in the company.

A leader with excellent communication, negotiation and relationship building skills.

Career Timeline

Best IT World (I) Pvt. Ltd.
(iBall) as GM-Sales &
Marketing

Feb/2002 - Mar/2016

Intex Technologies
(India) Ltd. (Pan India)
as AGM

Apr/2016 - Mar/2017

Multi Components
Solution Pvt. Ltd
as Country Business Manager

Apr/2017 - May/2018

Punta India Pvt. Ltd.
as Regional Head

16th Aug/2018 - Sept. 2019

NUEVOTECH INDUSTRIES PVT. LTD
as Regional Head (West)

11th Nov. 2019 till date

Soft Skills



Communicator



Thinker



Innovator



Collaborator



Intuitive

Education

Pursuing MBA from Sikkim Manipal University - Sales & Marketing
(B.A.) in Political Science, History, Philosophy and English from Jaiprakash
University

Software Diploma (NIIT) from Calcutta in 1996

Work Experience

Feb'2002 – Mar'16 with Best IT World (I) Pvt. Ltd. (iBall), Mumbai as GM – Sales & Marketing

(Spearheaded the new business development, sales and marketing, channel management for iBall with a revenue target of INR 18 Crore/Month (UPS, Peripherals, networking & CCTV Camera& Mobiles) mobile target is separate 10 to 12cr.

Significant Accomplishments:

Spearheaded (8 branches) a team of 7 Branch Heads, 21 ASM's & 3 RSM's & more than 102 SR

Evolved strategies that reached out to global markets & customers; repeatedly produced, improved, sustained top & bottom line growth in dynamic and rapidly changing global markets Performed market research and produced best solution for each client while increasing the profit margin Led the global expansion strategy of iBall by preparing country evaluation reports, city evaluation reports, contacting various investment boards for negotiations on incentives, facility costs & so on Directed the marketing iBall Slide in channels including other iBall products. Built sales funnel by providing accurate information thereby delivering 100% Customer Satisfaction Achieved INR 18 Crores revenue growth by effectively developing sales plans and strategies

Since March 2016 Intex Technologies (India) Ltd./Multi Components Solution Pvt. Ltd. (Apl 2017 - May 2018)

Role (Pan India):

- Business Development (Hard Drive, Ram, CPU, Flash Drive/Tablets):
- Steering operations with a view to achieve organizational objectives and ensure profitability; coordinating with customers' for achieving target and constantly updating the marketing team by market analysis.
- Planning activities and preparing strategies to accomplish sales target through sales team.
- Managing the office of the Global Head of Operations which included managing his calendar, travel, meetings, summits and seminars

Sales and Marketing:

- Spearheading the sales and marketing operations for promoting products and accountable for achieving business goals and increased sales growth.
- Identifying and nurturing new market segments for launch of products, thereby enhancing profitability; reviewing & interpreting the competition & market information to fine tune the marketing strategies for the achievement of sales targets

Relationship Management:

- Building and strengthening relationships with key accounts, thereby ensuring high customer satisfaction by providing them with complete product support
- Coordinating with the Regional Sales Managers, Product Managers for ensuring smooth and profitable operations networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

Distributor Management:

- Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach; developing prospective clients from various sectors, generating business from existing so as to achieve business targets
- Evaluating the performance of distributors & monitoring retail sales and marketing activities.
- Liaising with the distributor in order to achieve the set target, along with identifying and developing reliable dealers / distributors for increasing market visibility
- Maintained due diligence in order to validate the research done offsite and speak to various real estate vendors, government officials, HR firms & others

Team Management:

- Working with marketing managers for identifying, compiling and analyzing training needs; taking interviews & selecting on Branch level as per requirement
- Facilitating the training for Branch Heads & RSM for improving the skills & preparing training calendar for organize the internal trainings

Since Aug. 2018 - Sept. 2019 with Punta India Pvt. Ltd. as Regional Sales Manager

Sale of computer peripherals manage all western region IT dealers & Distribution/operation including Mumbai.

11th Nov. 2019 till date Nuevotech Industries Pvt. Ltd as Regional Head (West)

Sale of computer peripherals manage all western region IT dealers & Distribution/operation including Maharashtra.
Team Management and Pushing the all team to achieve goal.

Highlight: Participated in various exhibitions held by Intel, Microsoft PC Expo & others & in exhibition held by the Company for the Promotion of the brand

Received Best Sales Award for India's first Assembled PENTIUM 233 System.

Date : _____

Signature