RESUME

PARVINDER YADAV

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**M ARKETING / SALES PROFESSIONAL**

### Seeking opportunities In sales & marketing, channel management, promotion

**.**

**Career Progression**

# Specialties

* + Establishing IT distribution business ,Channel Management, Recruitment & Team building ,Training & Mentoring people, New initiatives and startup operations.

# Summary

* + Highly competitive, self-starter, disciplined & goal oriented professional with over 17 year + experience in Business Development/Sales & Marketing(Commercial, Consumer & Component)/Channel Management (T2& T3) / Distributors Management / New Market Development / Key Account Management / Resource Optimization / Team Management / New Product launches, Promotions / Inventory Management / Supply Chain Management. An effective communicator with team leadership skills and strong analytical, problem solving and organizational abilities.

# Experience

* + **Area Sales Manager – U.P. & Uttarakhand**

### Company- McAfee Antivirus (Vertobizserv Global Solutions Pvt. Ltd.)

* **About McAfee. :** McAfee solutions adapt to his customers’ needs and empower them to confidently experience life online through integrated, easy-to-use solutions.
* **Working period :** Feb/2023 to 30/May/2024
* **Product :**  McAfee Ativirus .
* **Job Profile :**  Sales & Marketing of - McAfee Ativirus . Lead consumer business in UP & Uttrakhand and focus on growing the business in Retail Partners ,building the brand, improving the connect & engagement with our numerous business partners in UP & Uttrakhand.
  + **Manager Sales – U.P. Delhi & (N.C.R), Uttarakhand**

### Company- BD Software Distribution Pvt. Ltd.

* **About BD Soft. :** Country Partner For One Of The Top Brands In Cybersecurity Industry Worldwide, Bitdefender.
* **Working period :** April/2022 to 31 Jan 2023
* **Product :**  Bitdefender Antivirus ,IPM+(Vigyanlabs),End Point Protector(DLP Solutions) cososys, Zecurian DLP & UBA,ZEROSPAM, Mail Vault,(Email Backup Solution),PROGET (MDM),Digitware(Cloud Backup Solutions), Abby(fine reader and OCR, PDF AutoSignerAutoSigner(Digital Signing Solution)
* **Job Profile :**  Sales & Marketing of - Bitdefender Antivirus,DLP,Email Hosting and Backup,Cloud Backup Solutions,IPM+Power Saving etc.
  + **Business Development Manager – U.P.West & Uttarakhand**

### Company-NCS Computech Ltd.

* **About NCS :** Leading Distributor of Thin Clients and Quick Heal,Node32Antivirus.
* **Working period :** Aug/2009 to April 2022
* **Product :** QuickHeal,Node32Antivirus,NComputing,Enjay,Microsoft.
* **Job Profile :**  Sales & Marketing of - Quick Heal, Node 32 Antivirus, N Computing, Thin Clients, Fortinet , Sophos Firewall, QNAP, Microsoft.

# Assistant Manager– UPWest

### Company-Salora International Ltd.

* **About Salora International Ltd:** Leading National Distributor of Acer/BEP UPS/Lenovo/Zenith PC
* **working period :** June/2008 to July/2009
* **Product :** Lenovo, Acer, BEP UPS , Zenith PC
* **Job Profile :** Sales & Marketing of Lenovo, Acer, BEP UPS, Zenith PC

# Branch Manager – UP West

### Company- SES Technologies Ltd

* **About SES Technologies :** Leading National Distributor of Computer Peripherals HCL, Lenovo, Toshiba, Sahara, Numeric, Philips, ECS, Asrock Mother Borad , Samsung HDD**.**
* **Working period :** Aug/2006 toJune/2008
* **Product :** Computer Peripherals, HCL, Lenovo, Toshiba, Sahara, Numeric, Philips, ECS, Asrock Mother Board, Samsung HDD
* **Job Profile :** Sales & Marketing of Computer Peripherals, HCL, Lenovo, Toshiba, Sahara, Numeric, Philips, ECS, Asrock Mother Board, Samsung HDD

# Type of Sales-Channel Sales/SME/School/Engineering Colleges/Govt.Sector/Army Area.

* Exploring potential business avenues and managing marketing and sales operations for achieving increased business growth and initiating market development efforts.
* Establishing strategic alliances/tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
* Interface with Individuals/key influencers among Corporate for ascertaining requirements ,making presentations and delivering need based product solutions.
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

# RESPONSIBLIY

## Sales &Marketing

* Driving sales identifying and plugging distribution gaps to further expand the coverage*.*
* Undertaking promotional campaigns to increase the product visibility.
* Formulating strategies to enhance the market share of the company.
* Establishing & strengthening of marketing channels by devising innovative policies.

## Channel & Distribution Management

* Monitoring/expanding the dealer/distribution network with a special eye on achieving revenue/collection
* Setting of sales targets for the channel partners to secure consistent sales volumes.
* Launching the new products successfully in the market.

## People Management

* + Monitoring & mentoring the channel partner staff to ensure best results from them.

# KEY AREA OFRESPONSIBLIY

* B 2 B Marketing.
* Sale & Brand Promotion.
* Meeting Corporate Head’s.
* Maintain Database.
* Regular follow-ups of Outstanding & Collections of Payments.
* Handling customer complaints or queries
* Being aware of competitors ,market trends and customer expectations
* Promoting new products successfully in the Market
* Making schemes for the New and existing customers..
* Organizing brand promotions, displays and events.

**Education**

* + **M.Com.** from Meerut College Meerut in2003**.**
  + **B.Com.** from Meerut College Meerut in2001**.**
  + **Inter mediate** St.J.Inter College Meerut, UP in1998.
  + **High School** St.J.Inter college Meerut UP in1996

**Computer Skill’s**

* Basic Knowledge of Computer**.**

### (Microsoft Office)

* **Personal Profile**
  + **Father Name: Late** Sh..Ram Chandra Yadav
  + **Date of Birth:** 21st .November.1981
  + **Marital Status:** Married
  + **Languages Known :** English and Hindi
  + **Permanent Address:** H.NO-66,R.A.Bazar Meerut Cantt.