



DR. RAHUL JOSHI

MANAGER | SALES & MARKETING

Extensive Experience of more than 12 years in Sales & Marketing, Business Development, Channel & Distribution Management and Market Research Activities. Able to play pivotal role in achieving desired results, lead the team from the front, sustain under pressure, positive outlook, creative, constructive & Strategic thinking, goal reaching attitude, always trying to achieve the targets to the nearest possible set percentage.

CONTACT

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ACADEMIC CREDENTIALS

2011
M.COM (MARKETING)
Annamalai University (DDE)

2007
B.COM (HONS.)
University of Calcutta, Kolkata

2004
H.S.E.
WBCHSE, Kolkata

2002
A.I.S.S.E
CBSE, Kolkata

CORE COMPETENCIES

- Sales & Distribution Management
- Team Handling
- Strategic Thinking & Planning
- Customer Relationship Management
- Product Knowledge
- Time Management
- Negotiation Skills
- Emotional Intelligence

EMPLOYMENT CHRONICLE

May, 2022 to Present
MANAGER (SALES & MARKETING)
FEMCO SARL, Kinshasa, Democratic Republic of Congo

Roles and Responsibilities

Strategy & Development :

- Develop, implement, and execute strategic sales and marketing plans for the business.
- Develop new relationships to grow business and help company expand.

General Management :

- Plan, organise, direct, and lead to develop a sales strategy that will deliver the desired targets.
- Oversee all Marketing and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Accountable for all aspects of business's performance and ensure that objectives are attained in a cost-effective manner that is consistent with quality requirements.
- To ensure that technical marketing material, advertising and branding is relevant, executed and aligned to the business strategy.
- To prepare and recommend the sales budget and manage spending to ensure budget compliance.
- Manages capacity, costs and launch calendars and educate and inform others of such. Serve as the Sales liaison while collaborating with Marketing and Supply Chain.
- Serves as key liaison with demand planning and supply chain on product forecasting process and serving as the single sales voice on issue resolution within supply chain or back to the customer teams.
- Documents, manages and measures sales performance by customer.
- Provide insights to and participate in joint planning sessions with field sales team and brokers to ensure one comprehensive plan.
- Allocation of incremental marketing/trade funds, develop and implement promotional event reviews and evaluation of trade spending.
- Ability to identify and influence (internally and externally) decisions that drive customer and category choices and strategies.
- Help with development and coordination of Sales and Customer initiatives/plans related to new product introductions.
- Manage and develop Pricing & Planning team, responsible for the development and execution of base and promotional pricing strategies and for managing Forecast process.
- Assists Sales with the broker network, including managing contracts and Other responsibilities as assigned.

IT SKILLS

- Platform : M.S-Dos, Windows 7 Ultimate/Vista/XP/ME/98.
- M.S Office (M.S Word, M.S Excel, M.S PowerPoint, M.S Outlook).
- Research Software: SPSS.
- Internet Application.

EXTRA-CURRICULAR ACTIVITIES

- Participated in Management Simulation Games held at MSM Campus, Meerut.
- Attended Workshop on Intellectual Property Rights (IPR) under National Intellectual Property Awareness Mission organised by *Intellectual Property Office, Govt. Of India*.
- Attended Workshop on Logistics and Supply Chain Management organised by *Indian Institute of Technology, Delhi (IIT D)*.
- Participated in various Presentations, Seminars & Management Conferences like - Corporate Stories Business Plan Competitions, Online Webinars, Etc. held at MSM Campus, Meerut.
- Participated in online session titled 19th CII Brand Conclave – Marketing Master Class by *Prof. Philip Kotler* organized by *Confederation of Indian Industry (CII Eastern Region)*.
- Attended Sales Master Class organized by Marketing Minds Consultants at Blantyre, Malawi.
- Attended Seminar on Role of Skill Development in Growth of Indian Economy Organised by *Indian Institute of Technology and Education*.

PERSONAL DOSSIER

- Date of Birth: 15/10/1984
- Gender: Male
- Marital Status: Married
- Passport No.: L9709862 (Till 08/06/2024)

Sales and Marketing :

- Drive the sales and marketing strategy. Responsible for achieving the Sales and Profit objectives.
- Manage the marketing budget to optimize spends and ROI.
- Develop new markets for the company's products.
- Represent the company's brand and drives strategies to increase product awareness by observing the market, competitors, and industry trends.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Engage with the brokers and referral channels to ensure that sales are met against targets set.
- Develop a sales strategy that will deliver the desired targets and business insights to deliver incremental volume, share and profit.

New Product Development :

- Promote the company's existing brands and introduce new products to the market.
- Initiate New Product Development to better-fit market evolution using new available technologies.
- Lead internal sales planning and implementation for the consumer-packaged business to deliver both BU and customer objectives.

People Management :

- Provide leadership to departments under control and coach, mentor and develop direct reports and manage a high performing team that delivers continuous improvement, added value and cost reductions.
- Consistently manage performance firmly and fairly.
- Maintain a content and motivated workforce through interpersonal communication and conflict resolution skills.
- Build internal capacity to deliver the target through the recruitment, up skilling and mentoring of staff.

Stakeholder Management :

- Develop and maintain strong relationships with internal and external stakeholders to ensure optimal performance.
- Build trust relations with key partners and stakeholders and act as a point of contact for important shareholder.
- To analyse competitor information and government policies to ensure that strategies are aligned to the market business need.
- Facilitates all communication and process requirements between Sales and Marketing.
- Informs stakeholders of market conditions, competitive activity, & marketplace intelligence.

Feb, 2016 to Apr, 2022

MANAGER (SALES & MARKETING)

H. Adam Wholesalers & Importers, (H. Adam Group of Companies), Malawi

Key Responsibilities

- Ensuring the Sales Executives & Merchandisers are properly equipped, trained and motivated to achieve their objectives.
- Continuous working for managing customer's issues, improving performance of field executives and providing training objectives.
- Co-ordinate with category/store managers for listing of new products & offer promotional schemes in different Super Markets throughout the country.

COUNTRIES TRAVELLED

Malawi, Bangladesh, Kenya, Sri Lanka, South Africa, Democratic Republic of Congo

LINGUISTICS PROFICIENCY

English



Hindi



Bengali



- Report market and competitor's activities to NSM with recommendations on actions & objectives that should be adhere to.
- Review & analyse sales force achievements to ensure division objectives are being achieved.
- Team handling of 10 Merchandisers and 15 Key Sales Executive.
- Assist the field sales team in identifying & pursuing new business opportunities via expansion of the customer base, promotional activities, range extension and merchandising changes.
- Ensuring new product listing, price changes, promotion selling & displays are implemented as per monthly objectives in the outlets.
- Evaluate & implement changes to journey plan for Key Account Executives & Merchandisers.
- Ensuring Value & volume targets allocated to sales personnel are achieved in each customer sector throughout the country.
- Recommend on changes to credit limits & assist sales personnel in managing collection targets.
- Providing Sales process & Product training for new recruits (Expatriate & Local) for Sales & Marketing Department.

Oct, 2013 to Jan, 2016

SR. TERRITORY SALES INCHARGE

Haldiram Bhujawala Ltd, Kolkata

Key Responsibilities

- Monitor the competitors' activities in the market.
- Ensuring proper use of POPs in the market places.
- Handling Distributor issues with regards to Claims & ROI.
- Controlling Dominant Shelf space in key Accounts
- Sourcing and Appointment of Direct Distributors as and when required.
- Team Handling of 8 ISE of different Direct/Indirect Distributors in the assigned territory.
- Motivating and Coaching the Distributor's Team and handholding where required.
- Monitoring Secondary Sales in the markets of different ISE.
- Assisting the Area Sales Manager at SKU wise sales forecasting at the assigned territory.
- Destroying damaged/expired goods in physical presence at distributor premises with prior approval.

Nov, 2010 to Oct, 2013

SR. SALES OFFICER

MPS Food Products Ltd (MPS Group of Companies), Kolkata

Key Responsibilities

- Monitor the competitors' activities in the market.
- Responsible for proper use of POPs in the market places.
- Team Handling of 8 Sales Executives in the assigned territory.
- Manage stock levels to ensure continuous availability and regular rotation.
- Sourcing and Appointment of Direct/Indirect Distributors as and when required.
- Responsible for Primary Sales (From the Company to Distributors / Super Stockiest).

May, 2010 to Nov, 2010

ASSISTANT TERRITORY MANAGER

Delta Communications Pvt Ltd, Kolkata

Key Responsibilities

- New Dealers Development & maintaining existing Dealers.
- Team handling of 5 sales executives working in different locations.
- Conducting Marketing Research for exploring potential markets.
- Providing update information to the Dealers about all the Products.
- Dealing with products like Voice Logger (P&T, GSM/CDMA), FCT (GSM/CDMA) & etc.
- Customer Software Support (Online Remote Access Support), Services & Customer Feedback.

PROJECTS

END MEDIA EXPLOITATION ON CHILDREN

Participated in Project 2020: End Media Exploitation on Children with an NGO **Kids Rights Changemakers, Netherlands.**

MARKETING RESEARCH

Comparative Study between Nokia & Sony Ericsson in Meerut.

BRAND MANAGEMENT

New Product Development & Launch.

SALES & DISTRIBUTION MANAGEMENT

Sales & Distribution Strategy of Frooti.

SUPPLY CHAIN MANAGEMENT

End term project on **e-SCM** from **Indian Institute of Technology, Delhi (IIT D)** as a part of eMDP.

PROFESSIONAL ENHANCEMENTS

CERTIFICATIONS & MEMBERSHIPS

- Certificate in Product Management from Great Learning.
- Certificate in Brand Management from Great Learning.
- Advanced Professional Certificate in Strategic Marketing Management from Metropolitan School of Business & Management (MSBM), London, United Kingdom (Certificate No.: 2008063).
- Certificate in Marketing & Communications from International Business Management Institute (IBMI), Berlin, Germany (Certificate ID: 340530-160-246-5398).
- ICTRD - Certified Digital Marketing Expert from Indian Council for Technical Research & Development (ICTRD), Nagpur, India (TID: 78572338).
- Lean Six Sigma White Belt Certified (LSSWB) from Management and Strategy Institute, USA (Certificate No.: 95573240).
- Certificate Course in Intellectual Property Rights (IPR) from LexLife India Pvt. Ltd., New Delhi, India.
- Certificate Course in Trademark Law from Fusion Law School, Noida, India (Serial No.: CET12D1FBCF7).
- Global Professional Lifetime Member of Institute of Global Professionals (IGP), Chittagong, Bangladesh (Membership ID: IGP14CBD3101209 / Certificate ID: IGP/GPM/BD/13273).
- Lifetime Professional Member of Institute of Scholars (InSc), Bengaluru, India (Member ID: InSc2021CAAD).
- Lifetime Member of D K International Research Foundation (DKIRF), Tamil Nadu, India (Membership ID: MDKIRF – 087).
- Professional Lifetime Member of All India Council for Technical Skill Development (AICTSD) (Membership Registration Number: AICTSD/INDUSTRIAL PROFESSIONAL/36582).

- Professional Lifetime Member of National Institute for Technical Training & Skill Development (NITTSD) (Membership Registration Number: NITTSD/INDUSTRIAL PROFESSIONAL/12525).
- Lifetime Member of Commerce & Management Association, Patna (Membership ID: CMA/WB/001).
- Lifetime Member of IAENG, Hong Kong (Membership ID: 296484).
- Lifetime Member of World Economics Association, Bristol, U.K.
- Lifetime Supporting Member of AAPNA, USA.

CREDENTIALS

- Six Months Professional Certificate program in Strategic Management (eMDP) from **Indian Institute of Management, Kozhikode (IIM K)**.
- Five Months Certificate programme in Supply Chain Management (eMDP) from **Indian Institute of Technology, Delhi (IIT D)**.
- Two Months Certificate program in Export & Import Management (eMDP) from **Indian Institute of Foreign Trade, Delhi (IIFT D)**.
- Three Days Certificate programme on Decoding Consumer Cultures Online: Tools from Anthropology & Semiotics (LM DP) from **MICA | The School of Ideas**.
- Two years full-time Post Graduate Diploma in Management (PGDM 2008-10) in Marketing and International Trade & Business from **Master School of Management (MSM), Meerut** recognized by AICTE and approved by Ministry of HRD (Govt. of India).

AWARDS & ACHIEVEMENTS

- Honoured with “**Young Professional Award**” in the category of “**Best Achiever’s Award – 2022**” by “**Magic Book of Record, Faridabad**”.
- Received Letter of Appreciation from “**World Book of Records, London, United Kingdom**” for conducting online webinar on Marketing.
- Conferred an Honorary Doctorate Degree (Honoris Causa) Ph.D. in Marketing Management from **African Moon University, Henties Bay, Namibia, South West Africa**.
- Conferred an Honorary Doctorate Degree (Honoris Causa) Ph.D. in Leisure Science from **Abide University, United States of America**.
- Conferred an Honorary Post-Doctoral Degree (Honoris Causa) D.Litt. in Emotional Intelligence in Sales from **Nalanda University, United States of America**.
- Selected as **Management & Strategy Institute’s** Ambassador.
- Received Silver Medal & Certificate from “**Lachhmangarh Nagrik Parishad**” in 2011 as a token of gratitude for successful completion of Double Post Graduate Degrees (PGDM & M.COM).
- Winner of In-House Management Simulation Games held at MSM Campus, Meerut.
- Represented MSM at 13th National Student Management Games in Pune organized by AIMA.

SUMMER INTERNSHIP

- Name of the Organization: Fullerton Securities & Wealth Advisors Ltd.
- Functional Area: Marketing.
- Topic: Market Survey of LAF/MAF Segment in Kolkata.
- Duration: Eight Weeks.

INDUSTRIAL VISIT

- Maruti Suzuki India Limited, Gurgaon.
- Daurala Sugar Works, Meerut.

DECLARATION

I solemnly declare that all the information furnished in this document is free of errors to the best of my knowledge.

Rahul Joshi

(RAHUL JOSHI)

DATE:
PLACE: