

BIPIN KUMAR JHA

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Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies, targeting assignments in **Business Development, Sales & Service** with an organization of high repute across **Eastern India**

Executive Profile

- ❖ An accomplished professional with **nearly 2 decades of experience in Sales & Marketing, Service Delivery, Project Management & Team Management**; building business, leading operations, working in multi-cultural environment and delivering sustained growth in dynamic conditions
- ❖ Skilled in conceptualizing robust plans for market development in different segments for better market penetration as well as driving innovation
- ❖ Leveraged key analysis, insights & team approach to drive organizational improvements and implementation of best practices in sales & marketing
- ❖ Expertise in building long-term relationships with new & existing customers at all levels, with ecosystem partners and internal stakeholders to drive aggressive sales growth
- ❖ Enhanced organizational reach and market share through combined multi-disciplinary experience; managed key accounts, and maintained a long-term relationship with customers
- ❖ Forward-focused leader with proven skills in devising organization values & vision in compliance with external regulations, performance standards, internal policies & procedures to deliver organizational goals
- ❖ Transformed organization cultures, inculcated excellence, infused and cultivated talent and drove better governance, transferring knowledge, learning and best practices
- ❖ Excellence at partnering with core business operations to increase the company's footprint, expand market share, and generate sustainable revenue gains
- ❖ Enterprising leader with excellent communication and people management skills for leading personnel towards accomplishment of common goals

Key Impact Areas

- Strategic Business Planning
- B2B/ B2C Sales
- Service Delivery
- Business Development
- Project Execution & Management
- Client/ Stakeholder Management
- Market Analysis
- Dealer Management
- Revenue & Profit Maximisation
- Team Management

Soft Skills

Communicator

Collaborator

Intuitive Innovator SEM

Analytical

Motivator

Team Builder

Education & Credentials

2002

Diploma in Automobile Engineering with 67% from Institute of Engineering, Tribhuvan University, Nepal

IT Skills

- ❖ DMS
- ❖ MS Office
- ❖ MS DOS

Career Timeline

HH BAJAJ,
Faridabad as
Service Engineer

Jun'02- Feb'05

Escorts Limited,
Kolkata as Area
Manager

Feb'05- Jul'10

Jul'10- Jan'15

Yamaha Motor India,
Kolkata as Asst.
Manager Service

Kirloskar Oil Engines
Limited, Pune - FM as
Area Manager East

Feb'15- Present

Notable Accomplishments Across The Career

- ❖ Stiffen Fellowship in Diploma Engineering
- ❖ Rewarded 8 times as Star Territory Service Manager by Escorts Limited
- ❖ Recognized & Rewarded as All India Best Area Service Manager in FY 16-17 by Kirloskar
- ❖ On Spot Award for ABOVE & BEYOND in FY 17-18 Q4 by Kirloskar
- ❖ Provided quality market information related to customer service in order to support CS data analysis and development of milestone to achieve CS no.1 within the industry and improve sales and brand image with Escorts Limited

Professional Experience

Feb'15-Present with Kirloskar Oil Engines Limited, Pune as Area Manager- East

Key Result Areas:

- ❖ Working to achieve the revenue targets for the territory
- ❖ Assisting the senior management in defining customer experience, sales strategy and working on the execution plan based on the strategy
- ❖ Leading and developing the Sales & Service Team for achievement of sales targets, and reach as per the plan
- ❖ Managing the performance of the Sales & Service Team by assigning them periodic targets
- ❖ Conducting periodic review on the progress of business, weekly, monthly, quarterly, and on yearly basis
- ❖ Building and running monthly incentive schemes for the team
- ❖ Designing and running strategic promotional schemes for the customers to enhance revenue
- ❖ Enhancing organizational reach & market share of products with focus on maximizing top-line growth through the application of robust strategies, effective pricing, and excellent client relationship management
- ❖ Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance on a regular basis
- ❖ Implementing competitive and market intelligence capabilities through systematic and objective analysis of relevant information, relating to target markets, competitor and economic environments
- ❖ Liaising with top management for evolving strategic vision, driving change, infusing new ideas and taking product business performance and productivity to the next level
- ❖ Driving strategic vision by institutionalizing process improvements, infusing new ideas and taking enterprise-wide approach to unlock maximum synergy to attain larger incremental sales, impacting top-line growth and bottom-line growth; setting up new business norms successfully
- ❖ Performing monthly sales forecasting & competitive benchmarking; determining desired performance levels & need for growth into current and additional product categories
- ❖ Steering business operations for the profit center with a view to realize pre-planning sales and revenue targets
- ❖ Contributing as an integral part of process steps including research, evaluations & development of recommendations to support sales strategies & solutions
- ❖ Defining & managing a comprehensive go-to-market strategy & plan that include positioning, launch strategy, public relations, sales support and forecasting market potential
- ❖ Monitoring sales volumes, & business forecast and providing continuous feedback to supply teams

Previous Experience

Jul'10- Jan'15 with Escorts Limited, Kolkata as Area Manager Service- Orissa, WB & Bhutan

Feb'05- Jul'10 with Yamaha Motor India, Kolkata as Asst. Manager Service- West Bengal

Jun'02- Feb'05 with HH BAJAJ, Faridabad as Service Engineer



Personal Details

Date of Birth: 15th April 1981

Languages Known: English, Hindi,

Address: Lane-C, Netaji Park, Malda, West Bengal