

SHRIKANT RAGHAVAN

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GLOBAL SALES & MARKETING

- Result oriented professional with extensive experience in developing business and sales globally.
- Experience in 2 startups from scratch.
- Set up and operated Distribution Centers in India, USA, Honduras, Europe and Vietnam.
- Export our products to 85 countries.
- Recruited, coached and mentored a global sales team across multiple geographies.
- Developed and executed strategic plans and oversaw multiple departments.
- Excel in driving new business opportunities, leveraging customer insights, launching marketing guidelines and managing projects from conception to completion.
- Have worked across different cultures, developed new market channels and built robust relationships with global teams and stake holders.
- Have worked effectively with internal and external teams to maximize revenue and bottom line.
- Possess exceptional leadership skills with a keen focus on optimizing business processes and developmental activities.
- Have travelled widely, globally as well as pan India.
- Love languages – Fluent in English & Hindi. Proficient in Tamil & Marathi. Basic knowledge of German and Kannada. Understanding of several other languages.

AREAS OF EXPERTISE

International Sales & Marketing Initiatives / Account Management / Strategic Planning and Execution / Contract Negotiations / Customer and Key Account Acquisition / New Business Development / Product & Pricing Architecture / Go to Market Strategy / Export Sales & Logistics / International Marketing / Trade Shows & Exhibitions / Expertise in B2B as well as B2C business models / Business Management Operations / Forecasting & Resource Management / Insights & Customer Retention / Client Relationship Management / Leadership & Team Management.

PROFESSIONAL EXPERIENCE

2014 till Date

GARWARE FULFLEX INDIA PRIVATE LIMITED
Vice President - Sales and Marketing

Pune, India / Global

Global leaders in thin gauge calendaring processes with a product portfolio encompassing extensive forms of rubber, thermoplastics and other polymers. Applications in Textiles, Medical Disposables, PPE, Hygiene, Sports, Fitness & Rehab, Industrial, Insulation Tapes, Food & Agriculture, Eco-friendly Products, Custom Mixing and Custom Calendaring.

- Offices and plants in India, USA and Europe. Set up and operated Distribution Centers in India, USA, Honduras, Europe and Vietnam.
- Domestic sales in India and international sales in 85+ countries with a global sales team.

Key Contributions:

- The company has grown five fold in the 10 years since I took over Sales & Marketing.

- Increased bottom line growth in value and contribution percentage. Ensured positive cash flow.
 - Geographical expansion in many new markets as well as across several new verticals; exported our products to over 85 countries.
 - Recruited and trained sales team members in the USA, UK, Europe, Vietnam, Sri Lanka, Thailand, Latin America and Africa.
 - Collaborated with R&D to develop new products and launched several new products successfully.
 - Established and operated Distribution Centers in several countries globally.
 - Collaborated with the Legal and Finance teams for due diligence during the acquisition of an American company that is now our subsidiary.
 - Integrated sales and marketing activities and ensuring a cultural fit across both companies and sales personnel upon acquisition.
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2008 – 2013

FRUIT OF THE LOOM

Pune, India

Vice President - Sales and Marketing, India

An American underwear and casualwear MNC retailing their products globally; subsidiary of Warren Buffet's Berkshire Hathaway Group

- Head hunted to lead the India launch
- Conducted consumer & trade tests and demographical profiling to put in place the right products and pricing architecture for the brand
- Collaborated with the US and UK offices to build merchandise plans from their pool of designs and also developed India specific merchandise range based on local market requirements

Key Contributions:

- Increased brand presence to 7000+ doors across 63 cities; overachieving budgeted growth and ensuring the brand grew to No 2 in its segment
 - Conceptualized and activated annual ATL and BTL marketing plans to arrive at the ideal mix for target consumers
 - Placed products at large format stores like Shoppers' Stop, Lifestyle, Central, Westside, Future Group etc. and ensured product performance
 - Ensured product presence at Amazon, Flipkart, Myntra and leading online portals
 - Recruited and trained the National Sales Team.
 - Mentored a cross functional team of 40 with performance linked awards and recognition towards achieving high budgeted growth
 - Formulated processes with control measures in place to maintain 100 % compliance to statutory obligations as per strict U.S norms
 - Implemented robust payment terms with dealer partners maintaining trade receivables at 30 days leading to enhanced business profitability and viability
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2005 – 2008

WELLA INDIA

Mumbai, India

Director – Sales and Marketing

A subsidiary of global consumer firm Procter & Gamble and a leading provider of professional hair care products

- Led the sales, distribution and marketing of the German premium hair care brand in India; leading a team of 50+; reporting to the Managing Director

Key Contributions:

- Consistent top-line growth at 20% YoY growth
 - Strategized and Executed business development and marketing strategies targeted at beauty salons for professional hair treatments in color, care, straightening and curl categories
 - Increased penetration of existing markets and identified emerging markets in Tier II cities doubling footprint from 600 to 1200 doors
 - Built and maintained high level client relations penetrating premium salon chains in A+ cities leading to revenue growth and premium brand presence
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2001 – 2005

TRIUMPH INTERNATIONAL

Mumbai, India

Head – Sales and Marketing

One of the world's leading intimate wear brands from Germany, enjoying retail presence in 120 countries

- First employee to launch the lingerie brand in India; pioneered and executed premium market positioning with customer experiential zones

Key Contributions:

- Strategized go to market plan reaching 750 doors across 47 cities reaching break even within 4 years.
 - Focused on presence at Shoppers Stop, Lifestyle, Globus, Central, Pantaloon and leading departmental stores with cutting edge product display and visual merchandising
 - Conceptualized and set up exclusive stores as to build brand image and showcase merchandising range. Stores broke even with the first year of operations primarily due to the footfalls, a fantastic store experience where the consumer could touch and feel our products, which was new to India at that point of time and effective stock management.
 - Implemented revolutionary marketing strategies for the category through display of intimate wear in shop-in-shop leading to category growth as a whole
 - Appreciated by Shopper's Stop with the valuable category contribution award
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1992 –2001

WIMCO LIMITED

Mumbai, India

General Manager – Sales

Then a subsidiary of Swedish Match. Today a division of ITC Limited

- Joined as Area Sales Manager for Karnataka & Kerala based in Bangalore.
 - Promoted to Regional Manager North, based in Delhi.
 - Promoted to General Manager Sales, Mumbai, to manage sales operations pan-India contributing to increasing sales revenue from INR 80 Cr to INR 230 Cr at 18% CAGR
 - Assigned as part of core team for organizational transitioning to global company Swedish Match strategizing on their India entry plan
 - Moved from on-consignment to outright purchase contracts with dealer partners in North India reducing receivables timeline to 30 days with high financial viability
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