

CURRICULUM VITAE

Preetam Anil Heddurshetti

Career Objective:

To seek dynamic work exposure in a challenging environment while contributing to positive growth of organization and acquire new skills and knowledge in the process

Professional Experience: August 2017 to Present

Organization: Evonik Catalysts India Pvt Ltd

Function: Business Manager for Catalyst Business on PAN India basis (10 Mio Euro)

Report To: Business Director - APS

Verticals Targeted: Food, Agrochemicals, Pharma

Responsibilities:

- Responsible for the profitable growth of Catalyst sales & market development activities at an assigned group of customers.
- Build relationships and service all customers' needs including partnering with the technical /customer service /supply chain team to fulfill the orders.
- Achieve regional sales goals by allocating resources cooperating with product management teams, interacting with different functional heads etc
- Set growth strategy according to regional environment and industries, make pricing designs and sales promotion plan within corporate authorized limits.
- Key Account Management – Responsible for all Day-In, Day-Out activities, micromanagement on all fronts, exploring new growth opportunities etc
- Support the business leaders in sales planning and forecasting, Profitability Analysis, close working with Distributors and designing growth strategies.
- Explore for new opportunities other than assigned set of customers, capture opportunities in systems and work closely with MBD teams for successful conversion of opportunities to business success.
- Credit Management – Adhere to global company guidelines by keeping overdues below targeted limit, effective rolling of Net Working Capital, Interactions with Global as well as Regional Controlling team on regular basis.

- Participate in Mid Term Planning's (MTP) and set growth vision for subsequent years.

Outcome :

New business development since last 3 years' worth 1.5 Mio Euro

Pricing format implemented to secure business and enjoy maximum business share.

Existing pricing contracts revised by average 15% with major tolling / Job Work customers across all segments.

Professional Experience: March 2017 to July 2017

Organization: Shuangma Chemicals

Shuangma Chemicals located in Jakarta was founded in 2006 under approval of Chinese Ministry of Commerce. Their main products manufactured were Stearic Acid, Glycerin etc.

Function: Domestic Chemical Sales (PAN India)

Report To: Sales Director - APS

Chemical Products Portfolio: Stearic Acid, Glycerin etc

Verticals Targeted: Personal Care. Surfactants etc

Responsibilities:

Responsible for sales and marketing activities in PAN India

Identifying and reporting new business opportunities.

Promotion of products and providing technical support to customers with support from Product owners.

To plan and visit customers on a regular routine and regular basis.

To support agents and distributors with proper marketing and technical tools.

Professional Experience: May 2015 to November 2016

Organization: Kumar Organic Products Ltd

Kumar Organics are manufacturers of quality specialty and fine chemicals. They are catering to more than 40 countries across globe. Company believes in manufacturing specialty cosmetic ingredients to serve personal care market, Oral Care and Paint industries. Company has been accredited with ISO 9001; 2008 Certifications, GMP Certifications, USFDA Certifications etc.

Designation: Assistant Sales Manager

Function: Domestic Chemical Sales (West India) & Key Account Management – Handling the portfolio worth 3 Mio Euro.

Report To: Country Head

Chemical Products Portfolio: Antibacterial like Triclosan, Ethyl Hexyl Glycerin etc. Skin care ingredients like N Butyl Resorcinol, Potassium Thioglycolate, Pullulan etc. Hair Care ingredients like Minoxidil, Zinc Pyrithione, Piractone Olamine etc

Verticals Targeted: Personal Care, Oral Care, Home Care etc

Responsibilities:

Responsible for sales and marketing activities in the assigned i.e. West region
Identifying and reporting new business opportunities along with serving existing customers in assigned territory.

Promotion of products and providing technical support to customers with support from Product owners.

Deliver Sales revenue targets, profitability and growth for the assigned territory.

Develop effective market wise sales strategies to meet desired objectives

To plan and visit customers on a regular routine and regular basis.

To support agents and distributors with proper marketing and technical tools.

Develop and maintain a secured collection system , follow up for orders , confirm collection , execute orders as per dispatch schedules etc

Follow up the goods logistics and oversee its timely distribution

Study market changes and development of competitors' prices and goods, and their direct & indirect effect, supported by relevant reports.

Achievement: Generated new business of around 50 Lakhs INR within 1 year from assigned region.

Professional Experience: November 2012 to March 2015

Organization: Aarti Industries Ltd (Surfactant Specialty Division- SSD)

AARTI INDUSTRIES LIMITED has world class expertise in development and manufacturing of several Basic chemicals, Agrochemicals, Surfactants, Specialty chemicals and intermediates for Pharmaceuticals, Dyes, and Pigments. AARTI GROUP attained a total turnover of 3000 Cr in the year 2013-14 with the flagship companies AARTI INDUSTRIES LTD AND AARTI DRUGS LTD listed on the stock exchange. Aarti has 16 manufacturing units spread across Gujarat & Maharashtra.

AARTI IND LTD – SSD is engaged in the manufacturing of surfactants and Specialty Chemicals with a vision of ‘TO BE DEPENDABLE SOURCE FOR QUALITY SURFACTANTS FOR THE PERSONAL CARE, ORAL CARE AND HOME CARE INSUTRIES’.

Designation: Assistant Sales Manager

Function: Domestic Chemical Sales (East India) & Key account management (Hindustan Unilever Ltd) – Handling the portfolio of worth 10 Mio Euro.

Report To: Executive Director

Chemical Products Portfolio: Anionic surfactants like AOS, SLS, SLES and other Specialty Chemicals like CDEA, CAPB, BKC & others.

Verticals Targeted: Home Care, Personal Care Etc

Responsibilities:

Spearhead the Sales for Surfactant and specialty chemicals in East India and also key account management like Hindustan Unilever.

Develop, formulate and implement a Sales Strategy for the assigned territory. Manage sales and distribution network across the region

Deliver Sales revenue targets for the assigned territory.

Maintain excellent rapport among channel partners

Develop and maintain a secured collection system

Follow up the goods logistics and oversee its timely distribution

Study market changes and development of competitors’ prices and goods, and their direct & indirect effect, supported by relevant reports

Promote and sell the organization’s products and services within their region.

Manage and develop strategic relationships with selected key accounts.

Develop and execute regional development strategy based on analysis of markets, customers, competitors.

Develop in-depth relationships with existing and new customers in their region.

Pursue sales leads; communicate information about the company's products; build goodwill to educate the actual or potential user; assess customer needs and suggest appropriate products, respond to customer enquiries; negotiate prices and delivery times within limits of authority; and negotiate and finalize contracts/sales orders to meet revenue targets.

Assist in devising and implementing pricing strategy.

Assist in identification, development, and commercialization of new applications

Achievement: Developed East market in view of company's objective to reduce the dependency from some major key accounts. Generated additional revenue of around 5-10 Crores INR from just 1 Cr per annum in East India and yearly 2 Crores INR additional revenue from HUL.

Professional Experience: February 2011 to October 2012

Company: MMP Filtration Pvt Ltd

MMP Filtration Pvt Ltd is a part of corporate group – MMP, with its flagship company; Manoharlal Mahabir Prasad registered as early as 1952. MMP is one of leading manufacturers and exporters of water and air filters. MMP has its presence and brand establishment across INDIA and its products are exported worldwide. It has its focus on field of water filtration and air pollution control.

Designation: Senior Sales Executive

Function: Domestic Sales (Maharashtra, Goa)

Report To: Chief Executive Officer

Typical work activities:

Responsible for product promotion, sales and business development. Generate reports on sales forecasts.

Handle the tasks of providing technical solutions to customers with help of design team. Conduct market research on for products and services of competitors.

Documented accounts activities, generated reports, send quotations and kept records of business transactions with customers.

Visited prospective buyers at commercial, industrial and other establishments to show samples and catalogs, to inform them about product pricing, availability and advantages.

Secured and renewed orders, and arranged delivery.

Researched and identified potential customers for products and services.

Worked with team to understand customer requirements to promote sales of Company products and provide sales support.

Ability to handle OEMS as well as End User.

ACADEMIC QUALIFICATIONS

Bachelor of Engineering (Chemical) from Datta Meghe College of Engineering under Mumbai University, INDIA

Computer skills:

Packages Known: MS Office (Word, PowerPoint, Excel)

Personal Details:

Address -

Dombivli – (East)
Thane – 421201
Maharashtra
INDIA

Date of Birth: 29th September 1986

Marital Status: Married

Languages: English, Hindi, Marathi, Kannada

I confirm that above given information is factual and acceptable to the best of my knowledge

Preetam Anil Heddurshetti