

Professional Profile

Top-performing business leader and entrepreneur with extensive experience creating bottom-line impact through execution of targeted business development, sales, and marketing initiatives aligned with emergent strategies.

Proven success generating strategic business growth through delivery of transformational and visionary leadership to organizations in diverse sectors. Adept at taking underperforming businesses to new levels of success by utilizing business acumen and leadership attributes. Rich experience in using data to influence business decisions. Stellar record of building and leading multifaceted teams for proactive management of operations. Instrumental in developing successful new markets to achieve long-term business profitability, competitive edge, and business superiority. Over a decade of success in conceptualizing strategies, leading business development initiatives, expanding customer base, surpassing sales / profitability targets, and propelling region-wide business growth. Expert in generating new business through strategic negotiation, while cultivating organizational relationships with key decision-makers and C-level executives. Astute in devising go-to-market plans for the successful introduction of new products. Strong communicator, negotiator, problem-solver, and relationship builder with entrepreneurial mindset; innate ability to create differentiated business plans that deliver upon shared objectives, while capitalizing on the customer's outstanding value proposition. Versatile with latest technology and trends. **Core Competencies...**

Strategic Planning & Execution | Business Development | Sales & Marketing | Team Building & Leadership | Business Analytics

Research & Product Development | Account Management | Operations Management | Customer Relationship Management

Revenue Maximization | Marketing Collateral | Market Trends & Analysis | Continuous Process Improvement | Public Relations

Cross-functional Collaboration | Company Management | Client Outreach | Brand & Sales Development | E-commerce Strategy

Customer Obsession | Budget Management | Customer Lifetime Value | Complex Problem Solving & Decision Making

Professional Experience

Ken Craft Inc. – New York, NY

2017 to Present

V.P Sales & Business Development

Leverage business acumen for proactive management of routine B2B / B2C business operations. Establish and sustain strategic marketing relationships with a keen focus on improving customer experiences. Conduct in-depth research to identify opportunities and deliver tactical business solutions in operations and sales. Create programs around business development, operations, and customer lifetime value. Provide executive-level support with full P&L responsibility, while overseeing market performance and brand segmentation. Collaborate cross-functionally with finance, operations, production, marketing, warehousing, and distribution departments to accomplish mutual business goals. Coordinate trade shows, monitor market performance, and explore new opportunities to drive business. Enhance ROI, drive process improvement initiatives, optimize forecasting process, and strengthen company's position within categories (by coordinating with account managers).

- Improved overall performance through implementation of lean six-sigma approach.
- Provided strategic leadership for oversight of manufacturing, procurement, fulfillment, budgeting, and inventory management functions.
- Delivered diverse range of operations and marketing projects from inception to completion within defined scope, quality, time, and budget.
- Facilitated end-to-end business operations through execution of short- and long-term marketing strategy.
- Developed 4P pricing structure after careful analysis of trade needs and potential opportunities.
- Led new product development launches.
- Developed and implemented complete e-commerce wholesale and retail website / solutions.

Sterling Forest – New York, NY
Director Operation & Sales

1998 to 2017

Ensured smooth running of operations by strengthening general management, sales, warehousing, and distribution functions. Spearheaded product development, branding, sales, marketing, and production activities.

- Grew jewelry business from retail space to wholesale industry by utilizing business acumen and leadership attributes.
- Developed business from a single retail location to 28 locations in malls across NY and NJ.
- Acknowledged for consistently generating profits since year one, while sustaining revenue and gains within highly competitive wholesale and retail markets.
- Identified the need to improve staff skills and conducted training, mentoring, and motivational sessions to enhance overall performance; retained top talent.
- Managed entire product lifecycle from inception, through design and manufacturing to sales, service, and retirement.
- Customized complete supply chain solution including identification, acquisition, production, and distribution.

Additional Experience

Director Sales & Marketing at PBX Lines Inc. New York, NY

Directed marketing and operational aspects for investors to raise market share. Built and managed a high-powered demand generation engine to attain significant growth.

Education & Credentials

Master's in Business Administration | CSJMU Kanpur University, Kanpur, India

Bachelor's in Business Administration & Management | Institute of Hotel Management, Ahmedabad, India

Executive Leadership | Project Management Institute

Business Analysis Foundations: Business Process Modeling | International Institute of Business Analysis (IIBA)

Strategic Thinking | Project Management Institute

B2B Foundations: Social Media Marketing | Project Management Institute

John Maeda on Design, Business, and Inclusion | Project Management Institute

Ryan Holmes on Social Leadership | Project Management Institute

Brand and Marketing Integration | National Association of State Boards of Accountancy (NASBA)

Negotiating Your Leadership Success | National Association of State Boards of Accountancy (NASBA)

Learning Personal Branding | National Association of State Boards of Accountancy (NASBA)

SEO Foundations | National Association of State Boards of Accountancy (NASBA)

Business Analysis Foundations: Competencies | International Institute of Business Analysis (IIBA)