

Ankur Seth

Date of Birth: 5th November 1983

ankurs3@gmail.com / +97150-2462190

Specialisation: Sales & Marketing

PROFESSIONAL SYNOPSIS

- Over 10 years of experience in creating strategic marketing plans, Channel sales strategies, Budgeting & Allocation, Negotiations & Operational Management.
- A proven track record in increasing revenues and profitability
- Fostering a team- work environment, streamlining workflow leading to enhanced productivity
- Currently working with Jumbo Electronics Co. Ltd (LLC) based in Dubai as Brand Manager for the last 5.8 years.
- Effective presenter and communicator with excellent interpersonal skills in liaising with senior & junior management and expats.

WORK EXPERIENCE

Jumbo Electronics Co. Ltd. (LLC) (July 2014 – Till Date as Brand Manager – Mobility & Solutions)

- Responsible for the introduction & handling of the brand WIKO in the Jumbo portfolio & establishing presence in the distribution space.
- Successfully managing the Profit & Loss account for the brand WIKO, Lenovo Tablets & Hisense.
- Responsible for vendor, inventory & channel management of WIKO & Hisense Smart Phones and Lenovo Tablets.
- Currently increasing the spread of WIKO smart phones both in Independent & Key retail channel.
- In charge of sales, inventory, profitability, channel development, working capital, customer receivables and vendor receivables
- Growth of over 200% in sales as compared to previous year for the brand Hisense.
- Recorded Highest sales of over 20,000 units of Hisense smart phones during October Gitex 2014.
- Increased the average monthly sale of Hisense from 2,000 units to 10,000 units starting September 2014 & continuously growing.
- Increased Independent retail business from 500 units to 5000 plus units in a span of 3 months in 2014.
- Increased channel spread from 3 to 7 major power retailers for Hisense smartphones.

Jumbo Electronics Co. Ltd. (LLC) (March 2013 – June 2014 as a Category Manager – Sony & Consumer Electronics)

- Responsible for the introduction and management of brands such as Samsung, LG, Canon, Nikon, Olympus, Fuji, Sharp & Leica in the Jumbo Electronics portfolio.
- More than 80% of the stores revamped and transformed into multi brand stores in a span of 8 Months.
- Responsible for marketing campaigns both (ATL & BTL), announcing the introduction of Multi-brand in Jumbo outlets.
- Successfully launched the PS4 in the Jumbo Stores and made record sales of Over 1200 units in 3 days of its launch.
- Key Performance Indicators included achievement of revenue/gross margin budgets, inventory management, gathering vendor support for events, selling in store branding space.
- Planning and Execution of UAE promotional events like GITEX/DSF/DSS.
- Ensuring the stock availability and maintaining the stocks within the ageing limits.
- Ensuring regular trainings for Jumbo floor staff and merchandiser management.
- Provided inputs for reward programs and employee retention in retail and support division.
- Created and sustained a dynamic environment to motivate high performance amongst the team members for individual as well as organisational growth.
- Booked business worth 1.3 million for Sony in 4 days from the shopper location. Overall done a business of 18 Million including all categories.
- Part of the team to achievement 100 Million target for the month of October'13 (Highest ever in the history of Jumbo retail).
- Overall growth of 15% in October Gitex 2013 as compared to the previous year.

Jumbo Electronics Co. Ltd. (LLC) (February 2011 – March 2013 as a Category Manager - Sony)

- Responsible for the management of Sony Brand of products for both Home Electronics and Personal Electronics for 25 Jumbo Showrooms across UAE.
 - Setting yearly and monthly budgets for all the 25 showrooms for the Sony category products.
 - Tracked business to the tune of AED 20-25 million/month.
 - Inventory and SKU management of over 500 + models.
 - Maintenance and regular updation of display matrix for all the showrooms and finalizing the plano-grams for all the showrooms.
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- Negotiating with the principal company for various marketing and sales support.
- Monitoring competition pricing and competitor's activities in the market.
- Planning and executing regularly various promotional activities for the category.
- Deploying various ATL and BTL activities with the principal and the marketing team.
- Overall management of 80+ staffs handling the brand and ensuring the staffs are updated on the product knowledge and features by conducting regular trainings.

Lifestyle Networks Pvt Ltd (India Business Partner for Strix Systems) (July 2009 – January 2011 as Manager Project Management - Sales)

- Successful wireless deployment at the Bombay Exhibition Centre, catering to 5000+ concurrent customers for WIFI during national exhibitions.
- Responsible for successful sales and after sales service for corporate customers such as Premier Automobiles, L&T, Sahara Star Hotel Mumbai & Sadhna Nitro Chem along with many individual homes.
- Responsible for installing 4th generation mesh with no latency in Ahmedabad by deploying over 900 radios with 24000+ subscribers.
- Responsible for setting up business support systems for the company.
- In-charge of inventory and staff management in the day to day operations.
- Responsible for business planning & fostering strategic tie-ups with stakeholders.

Lifestyle Networks Pvt Ltd (India Business Partner for Strix Systems) (July 2006 – June 2007 as a Sales & Marketing Manager)

- Responsible for creating the sales and distribution strategy.
- Conceptualized and implement the PR drive for the company.
- Identified key channel partners for the sales of Prepaid Internet Cards.
- Key member in the execution team for setting up a Wireless Cloud of Internet from Nariman Point to Sidhi Vinayak.
- Managed and trained a thirty member customer care team at the start-up.

Radha Krishna Hospitality (January 2005 – July 2006 as a Sales Executive)

- Key sales team member for the Mumbai region.
- Responsible for planning and acquiring key strategies for customer acquisitions.
- Managed the customer retention program.

Indian Hotels Company Limited (July 2004 – January 2005 as a Trainee)

- Opening & closing daily sales
- Staffing & Scheduling
- Responsible for the smooth running of daily operations at the outlet.

SUMMER INTERNSHIP:

Jumbo Electronics Dubai (May 2008 – June 2008)

- Evaluated the competitiveness of the Sony Car Audio Business in the power retail segment.
- Responsible for planning and suggesting new strategies for improving current sales.
- Suggestive strategies aimed at increasing the business by 20%

PROJECTS & INITIATIVES

- **Marketing:** To study the reasons for the low rate of Woman Expatriate Managers in India, as compared to the Male Expatriate Managers (Dissertation Topic for BA (Hons) Degree, Got an "A" grade for the same.)
 - **Market Research:** An analysis on the use of Sulabh Suchalays in Mumbai, & suggesting strategies for the improvement of the same.
 - **Marketing:** To study the perception and levels of satisfaction of customers visiting 5 – Star restaurants having Display Kitchens.
 - **Business Plan:** Feasibility of setting up a new restaurant in Colaba, Mumbai
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ACHIEVEMENTS

Professional

- Achieved the highest sales for Hisense Smart Phones (20,000+) in October Gitex 2014.
- Introduction of Multi-brand scenario in the Jumbo Portfolio.
- Part of the team to achievement 100 Million target for October'13 Gitex (Highest ever in the history of Jumbo retail).
- Part of the team to achieve 11.5% growth in 2013 as over the previous year in DSS for Jumbo Retail.
- Successful implementation of the planogram and display matrix across all categories in all 25 Jumbo stores.
- Deployment of 900+ Radios in 4 months and creating an active customer base for over 24000 customers.
- Consistently achieved new customer targets for Radha Krishna Hospitality.
- Awarded **"Best Employee of the Month"** at The Taj Group Of Hotels.

Academic

- Awarded **"The Best Performance In Projects"** for all three years at the Institute of Hotel Management, Aurangabad.
- Awarded **"Outstanding Performance In Sports"** at the Institute of Hotel Management, Aurangabad.
- Was awarded the **"Leadership Excellence"** award at Welingkar Institute of Management Development and Research

EXTRA CURRICULAR ACTIVITIES

- Currently playing cricket for DCB Kings XI - a leading sports club in Dubai.
- Participation in Intra and Inter School Cricket tournaments.
- Was a member of the Inter College Cricket team and captained the University Cricket team for three years
 - Runners Up Bal Mahadalkar Trophy – Inter College
- Vice-Captain of the cricket team at Welingkar Institute of Management Development and Research
 - Highest run scorer in 2007-08 and won the tournament (Impact)
 - Was adjudged the Best Wicketkeeper (Impact) in 2008-09

INTERESTS

- Cricket, Music and Adventure Tourism.

ACADEMICS

MBA (PGDBM)	Welingkar Institute of Management, Mumbai	2009
B.A. (HONS)	University of Huddersfield, UK & Institute of Hotel Management, Aurangabad.	2004
H.S.C.	H.R College of Commerce & Economics, Mumbai (Maharashtra Board).	2001
SSC	G.D Somani Memorial High School, Mumbai (Maharashtra Board).	1999

PERSONAL DETAILS

Nationality : Indian
Marital Status : Married
Visa Status : Employment Visa
Driving License : International

REFERENCES

Furnished promptly upon request