

Harsh Mistry



Professional Summary

Product Executive experienced & skilled in sales and marketing methods and principles. Formulating and Implementing Business Plan, Product Strategy & GTM. Dedicated, responsible, and organized in every task.

Experience

Sands International, Dubai, UAE

Product Executive– Consumer Electronics & Home Appliance

August 2017 – June 2018

- Handling Air Conditioner brands Lloyd, Hitachi, Blue Star; Small Domestic Appliances (SDA) brands Aardee and Home appliance brand Gorenje for GCC regions.
- Engage with new brands, conduct end-to-end market research and prepare the business plan and setup distribution in the assigned market by developing a route-to-market strategy.
- Procurement and order management from China, India, and Turkey along with other regions. Hone a keen eye for details in products, multi-geography interpersonal negotiation skills, manage teams across countries.
- KPI's for the role were purchase targets, revenue generations, meeting inventory norms, vendor reconciliations and category P&L health.
- Responsible for Product Positioning, Marketing Communication, Pricing Strategy & Profitability. Market Mapping & Segmentation, Competition mapping, Target setting, Formulation of sales plan, Buying / Sourcing Plan.
- Responsible for distribution and placement of the products in the channel to ensure maximum visibility.

Vodafone, Ahmedabad, India

Junior Executive

May – August 2015.

- Handling customer service by communicating in real time with a customer by using an instant messaging (IM) application that's built into the company's Web site/ application.

Internship & Projects

S.I.P in M.B.A at HCCBPL (Coca-Cola)

Title: - “Identifying and Reductions of Minor Stoppage.”

Objective: To Identify the minor stoppage and using the six sigma and lean manufacturing techniques to reduce the minor stoppage.

Work Done: - Used DMAIC tool of six sigma to carry out the project in define phase using project charter and SWOT analysis identified the issue of minor stoppage, brain storming of employees helped to identify the minor stoppage measure phase, using fish bone, RCA and 5Why analysis to find cause in analyze phase, in improve phase used one point lesson and kaizen for continuous productivity and controlling the process by 5S method and training to workers to ensure productivity.

Selected among Top 4 from college to be representative at RMAI Event for the project.

Project in B.E Mechanical

Title: - “A project to increase the efficiency of worm gear.”

Objective: To get better efficiency in worm gear, on calculation and design changes were made in worm gear. Controlling the process by 5S method and training to workers to ensure productivity.

Work Done: - Analyzing the previous design of gear and calculating the efficiency of gear, made some design changes in the gear and changed the angle of the worm gear to increase the overall efficiency

Education

Master’s in Business Administration

B.K School of Business Management, 2015-17

Major: Marketing; Minor: Operations

GPA: 3.37 (81%)

Bachelors of Engineering

Silver Oak Engineering of Technology, 2009-13

Mechanical Engineering

CGPA: 5.92

Higher Secondary Certificate

Asia English School, 2008-09

Science Stream- 64%

Secondary School Certificate

Asia English School, 2006-07

Science Stream- 69.69%

Computing Skills

- Delcam (Designing and programming software)
- AutoCAD
- Microsoft Office

Hobbies and Interests

I enjoy spending time on social media to check out new trends in marketing and branding and discern how to incorporate them into my own work. I also like to spend my evenings listening to music or catching up on TV shows. I try cooking new dishes and giving Indian twist to different cuisines.

Personal Details

Date of Birth	:	30/07/1992
Gender	:	Male
Marital Status	:	Single
Nationality	:	Indian
Languages Known	:	English, Hindi, Gujarati
Email	:	harsh.mistry.1543@gmail.com
