



# SHIBENDU ROY

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## KEY PROFESSIONAL EXPERIENCE in

Sales    Distribution    Marketing    Business Development

### AREA OF EXPERTISE:

- ❖ Strategic Planning & Management
- ❖ General Management
- ❖ **Steel** Sales & Distribution
- ❖ Resource Management
- ❖ **Steel** Marketing & Brand Management
- ❖ Business Development
- ❖ Key Account Management
- ❖ Dealer Development
- ❖ Training & Development
- ❖ Team Management

### PERSONAL DETAILS:

- **Date of Birth:** 12/03/1976
- **Nationality:** Indian
- **Languages Known:** English, Hindi, Bengali, Gujarati, Oriya etc
- **Computer Skills:** MS office,

A strategic planner & visionary professional with proven skills in **Steel** production, sales and marketing planning, key account management, **Steel** Market channel sales and strategic management. More than 22 + years of extensive experience in **Coated Steel Products, Sandwich Steel Panels & Cold Rolled Steel** Coils all over India including OEM & Trade sectors.

Building businesses, leading operations, working in multi-locational **Steel** Market environment and delivering sustained profitability and growth in dynamic conditions;

### key highlights of my career are as follows:

- ✓ Managed all Major **Steel** (HR,CR,PPGI,PPGL,PPAL,GI/GL,Tinplate) O.E Manufacturers & Trade Market in Gujarat, Madhya Pradesh, Tamil Nadu, Kerala, entire North & Eastern India from pricing and material negotiation to customer reconciliation stage.
- ✓ Developed New customer for existing & New markets.
- ✓ Retained business in all key accounts.
- ✓ Secured approximately >80% SOB with key accounts in FY'2007, 2010 & 2011 by replacing competition.
- ✓ Organizing and conducting trials of new as well as modified **Steel** products.
- ✓ Liaison and correspondence with **Steel** Industry customer operation and technology groups as well as both in-house technical and product development groups.
- ✓ Supervision of onsite & regional staff.
- ✓ Building up strong business relations with **Steel** Industry Customers both at the shop floor and senior management levels.
- ✓ **Project Experience:** Commissioning member of **Steel** cold rolling mill complex in both TATA Tinplate and Vallabh Tinplate Pvt. Ltd.

## KEY RESPONSIBILITIES:

### Techno Commercial Operations (MIS & Planning Operations)

- Managing Production Planning, Dispatch Planning, Stock Distribution and achieving increased sales growth thus catalyzing profitability. Giving presentations and demonstrations to Top Management on daily basis including preparing ABP for the organization.
- Guiding to sales engineers regarding the production cum stock status and ensure that they effectively interact with the clients.

### Client Relationship Management

- Handling customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms. Maintaining cordial relations with customers to sustain of the profitability the business.
- Sustaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norm.

### Sales and Marketing

- Implementing direction to execute promotions/ launches in sync with regional characteristics.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Utilizing the public information and personal network to develop marketing intelligence for generating leads.

## Business Development

- Exploring potential business avenues & managing marketing & sales operations for achieving increased business growth & initiating market development efforts.
- Analyzing latest marketing trends & tracking competitors' activities & providing valuable inputs for fine tuning corporate sales & marketing strategies.

## Team Management

- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst Team members.

## CAREER DETAILS:

### Head Operations (Planning & Control)

From Feb'2021 – June 2021

### Better Homes Metal Company LLC Muscat OMAN

Better Homes Metal company is into Manufacturing & Sales of Ornamental Metal Casting (Viz.Aluminium,MS,SS & Brass) for making Gates,Grills,Mashrabias & Fencing etc.

**DUE TO PANDEMIC EFFECTS WITHIN PREMISES, I HAD TO COME BACK TO INDIA IN JUNE 2021**

### General Manager (Marketing & Sales)

From 15<sup>th</sup>.Dec'2017-31<sup>st</sup>.Jan'2021

### Unique Building Systems (Guwahati, Assam)

Unique Building Systems is into manufacturing of Pre-Engineering **Steel** Buildings, **Steel** Sandwich Panels & Sales & Marketing of Pre-Painted Colour Coated GI/GL **Steel** manufactured by CRIL India to different projects & Profilers in PAN India

#### Key deliverables:

- Steered responsibility for **creating marketing base for selling Colour Coated Steel products (including Sandwich Panels)** and managing a team of more than 50 people.
- Spearheaded **business planning and analysis for assessment** of revenue potential in business opportunities, thereby resulting in daily checks on credit limits, rotation of money within agreed timelines to ensure sales are in line with the same and planning of order books with HO team to maintain stock availability for all key products.
- Significantly contributed **towards reaching out to new markets.**
- **Managing Key Accounts for Colour Coated Products (PPGI, PPGL & PPAL),Sandwich Panels & C Purlins (Z&C) consuming units.**

### Deputy General Manager (Marketing & Sales)

From March'2016- November'2017

### VIBGYOR International FZ LLC

M/s VIBGYOR International FZ LLC is in to Manufacturing & Supply of **Steel Pre-Engineering Buildings, Steel Sandwich Panels & Single Skin Profiled Sheets** to different projects & retail sector to all emirates of UAE & GCC Countries including OMAN.

#### Key deliverables:

- Steered responsibility for **creating marketing base for selling Colour Coated Steel products (including Sandwich Panels)** and managing a team of more than 90 people (Including Sales Officers/Managers based at OMAN & Egypt).
- Spearheaded **business planning and analysis for assessment** of revenue potential in business opportunities, thereby resulting in daily checks on credit limits, rotation of money within agreed timelines to ensure sales are in line with the same and planning of order books with HO team to maintain stock availability for all key products.
- Significantly contributed **towards reaching out to new markets.**
- **Managing Key Accounts for Colour Coated Products (PPGI, PPGL & PPAL),Sandwich Panels & Purlins (Z & C) consuming units.**

### Assistant General Manager (Marketing & Sales)

From January'2014- March'2016

### NIAT Metal & Commodities Pvt. Ltd.

M/s Niat Metal & Commodities Pvt.Ltd, is in to steel & commodities trading having headquartered in India and Sales office in Singapore.

**During my Service WITH NIAT METAL & COMMODITIES PVT.LTD.,I was associated with M/s VNS Industries (Dombivly Kalyan Maharashtra) whose main Business is into Narrow Width Steel HR/CR Coil/Strips Supplies with In house manufacturing/Processing facilities to entire Maharashtra & Bangalore Auto Component Manufacturing units.**

#### Key deliverables:

- Steered responsibility for **creating marketing base for selling Colour Coated Steel products (including Sandwich Panels)** and managing a team of more than 56 people.

- Spearheaded **business planning and analysis for assessment** of revenue potential in business opportunities, thereby resulting in daily checks on credit limits, rotation of money within agreed timelines to ensure sales are in line with the same and planning of order books with HO team to maintain stock availability for all key products.
- Significantly contributed **towards reaching out to new markets.**
- **Managing Key Accounts for Colour Coated Products (PPGI, PPGL & PPAL), Sandwich Panels & Cold Rolled Coils consuming units.**
- Managed all Major O.E manufacturers & Trade Market in Gujarat, M.P, Tamil Nadu, Kerala, Entire North & Eastern India from pricing and material negotiation to customer reconciliation stage.
- Proven track record of efficiently running the business, ability to meet deadlines, troubleshooting and manpower management
- Analysed training needs for the sales force & distributor staff and conducted workshops & training programs comprising basic selling skills.

### Assistant General Manager (Marketing & Sales)

December 2012- January 2014

#### RALCO Steels Pvt.Ltd.

*Ralco ,a single source of design build of Pre Engineered Building (PEB), Sandwich Panels and Hot Rolled steel structures having most latest modernized production line for steel fabrication , Z/C purlin rolling, single skin, Steel sandwich panel production and continuous coil coating line.*

#### Key deliverables:

- Steered responsibility for **creating marketing base for selling Colour Coated Steel products (including Sandwich Panels)** and managing a team of more than 32 people.
- Spearheaded **business planning and analysis for assessment** of revenue potential in business opportunities, thereby resulting in daily checks on credit limits, rotation of money within agreed timelines to ensure sales are in line with the same and planning of order books with HO team to maintain stock availability for all key products.
- Significantly contributed **towards reaching out to new markets.**
- **Managing Key Accounts for Colour Coated Products (PPGI, PPGL & PPAL), Steel Sandwich Panels & Steel Purlins (Z&C).**

### Senior Manager (Marketing & Sales)

March 2012 - December 2012

#### Vallabh Tinplate Pvt.Ltd.

*Part of Vallabh Group which comprises of four companies, namely Vallabh Steels Ltd (VSL), Vardhman Industries Ltd (VIL), Vallabh Textiles Company Ltd (VTCL) and Vallabh Tinplate Pvt. Ltd. (VTPL) wherein VSL and VIL both are public limited companies and are listed at Bombay STOCK Exchange.*

### Sales Officer & Senior Instrument Technician (Cold Rolling Mill Complex&Electrolytic Tinplating Line) TATA TINPLATE (An Associate Co. Of TATA STEEL LTD)

September 1994 –February 2012

*The Tinplate Company of India (TCIL) is the country's largest producer of tinned Steel. Established in 1922, the company pioneered the manufacture of tinplate in India; today it accounts for over a third of the MARKET. The company's products are used for canning and packaging of goods in the processed foods, paints, beverages, dairy products and other industries.*

#### Key Deliverables:

In 2001 I was promoted to Sales Officer for Gujarat & Madhya Pradesh, Tamil Nadu & Kerala & Eastern India.

- Looking after **Steel** Market customer services through Stock yards and hubs in entire India.
- Data management through BaaN ERP System & Lotus Notes.
- **Steel** Product development Through R&D & Customer Visits.
- Managing a team of over 56 members through different C/As & Brokers for customer order compliances.
- Technical support to customers.
- Seeking new business with special focus on generating additional business.
- Handle customer complaints in service & Product to the negotiable satisfactory level.

#### ACCLODES & EXTRA CURRICULAR ACTIVITIES:

- Attended International seminar on Rural Market Research as Chairperson & a speaker in Radisson Blu New Delhi on 5<sup>th</sup>. & 6<sup>th</sup>. Dec'13
- Batch topper in NCVT (Amongst TATA Tinplate candidates)
- Elected Honorary General Secretary to All India Technicians Council.
- Bagged CII Eastern Regional Silver medal in Instrumentation.
- Playing Tabla & completed Visharad Part – II from Lucknow University.
- Bagged 1<sup>st</sup> prize in ISO 9000 & quality quiz

#### EDUCATION DETAILS:

- **GDBMS (Business Management)** from National Education Management
- **Diploma in Electrical Engineering** from NCVT
- **Diploma in Computer Applications** from Jupiter Hi-Tech Systems