

Vikas Sharma

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Location: Noida (Uttar Pradesh)

Profile Summary

A result-oriented professional with 12+ years of experience in General Management including exposure to Sales/Channel/Brand/Logistics/People & Financial Management, Fire Safety & Awareness, Safety Compliance, Audit Compliance and Fire Fighting.

Independently leading medium business in a multiculture set up.

Played key role in Change Management, Process, Set-up Distribution Channel & Lead new initiatives.

Working Experiences

CEASEFIRE INDUSTRIES PRIVATE LIMITED

(Jan 2024-Present)

Designation: Sr. Branch Head (Sales)

Product: *Fire Fighting, Safety & Equipment's, Service (Domestic/Residential/Industrial)*

- Driving secondary value sales by Direct Sales and revenue Growth Profitably by Marketing, Leveraging the growth opportunities in different SKU's
- Providing one stop solutions to Commercial & Residential's.
- Fire Audit and Compliances as per IS2190.
- Training & Practical demonstration to the clients and employees for Fire Fighting as per IS2190.
- R&D of the products as need generated by the client and analysis of the competitors' products.

C.R.I PUMPS PRIVATE LIMITED

(May 2022-Dec 2023)

Designation: Assistant Marketing Manager (Sales)

Product: *Self Priming Pumps, Submersible Pumps (Domestic/Residential/Industrial)*

- Driving secondary value Sales with 5 Distributor's & Revenue growth profitably by Marketing, Leveraging the growth opportunities in different SKUs.
- GTM working & Marketing- Increasing reach and distribution by planning new Distributors, Hubs & Spokes in areas using village data cluster mapping including marketing activities.
- Marketing promotions like Plumber's meetings, Demo Vehicles, Branding on Highways & the peak places of the markets.
- Analyzing competition trends, products, and their marketing strategies & tackle them to prevent the market share in the territory.
- Preparation, Implementation & Review of sales plan, daily monitoring of sales of distributor's, sub dealers, retail productivity & weekly sales review.

VARUN BEVERAGES LIMITED**(Feb 2019-Apr 2022)****Designation: Area Sales Manager (Sales)****Product: *Beverages (Pepsi, Mirinda, Slice, 7up, Aquafina & Sting)***

- Driving secondary value sales worth INR 120mn annually with 21 Distributor's & Revenue growth profitably by Marketing, Leveraging the growth opportunities in different SKU's by PepsiCo.
- GTM working and Marketing- Increasing reach & distribution by planning new Distributors, Hubs & Spokes in the areas using village data cluster mapping including marketing activities.
- Conducting ATL & BTL activities strategically in the allocated areas for better brand visibility & acceptance in rural as well as urban town.
- Analyzing competition trends, products & their marketing strategies and tackle them to prevent the market share in the territory.
- Team Management- Managing team of 9 Customers Executives by evaluating their performances weekly & managing distributors effectively.

RATHI ADHESIVE & HARDWARE PRIVATE LIMITED**(Oct 2015- Jan 2019)****Designation: Sr. Manager (Sales)****Product: *Power Tools, Adhesives, Abrasives, Construction Chemicals***

- Driving secondary sales with Distributor's & Industrials.
- Achieve sales targets in the defined areas with focus on collections.
- Devise sales plan, projects identification coordination with Manufacturing & Distribution.
- Maintaining the long-term relationships with PMC, Consultants, Contractors & Architects.
- Preparation, Implementation & review of sales plan, daily monitoring of sales & retail productivity and weekly sales review.
- Distribution of right products and services to the current & potential clients.
- Achievement of sales & collection targets in assigned territory.

CEASEFIRE INDUSTRIES PRIVATE LIMITED**(Aug 2012-Sept 2015)****Designation: Manager (Sales)****Product: *Fire Fighting, Safety & Equipment's, Service (Domestic/Residential/Industrial)***

- Driving secondary value sales by Direct Sales and revenue Growth Profitably by Marketing, Leveraging the growth opportunities in different SKU's
- Providing one stop solutions to Commercial & Residential's.
- Fire Audit and Compliances as per IS2190.
- Training & Practical demonstration to the clients and employees for Fire Fighting as per IS2190.
- R&D of the products as need generated by the client and analysis of the competitors' products.

EDUCATIONAL QUALIFICATIONS

- Master of Business Administration (Finance & Marketing with Risk Management)
ABES Institute of Business Management (2010 - 2012)
- Bachelor of Commerce (Commerce)
Deen Dayal Upadhyay University (2007 - 2010)
- Senior School Certificate Examination (Commerce)

C.B.S.E Board (2007)

- Secondary School Examinations (Science)
C.B.S.E Board (2005)

Projects & Trainings

“Comparative Analysis of Marketing Strategy of Hero Motors Limited with Others”

Detailed analysis of the marketing strategy of HERO MOTORS with their competitors by analyzing the marketing research and financial position of the company.

Projects under the Deputy GM of Hero Motors Limited for 8 Months.

“Comparative Analysis of Construction Chemical BASF with Others”

Uses of chemicals in different constructions and in events with different situations under the observations of site Engineers.

Skills

- **Sales & Marketing**
- **General Management**
- **Distribution Management**
- **Client Services**
- **Market Research**
- **Team Leadership**
- **B2B & B2C Sales**
- **Need Generation**

Personal Details

Father's Name	-	Mr. Shiv Shanker Sharma
Gender	-	Male
Date of Birth	-	12 th July, 1990
Nationality	-	Indian
Marrital Status	-	Married
Language	-	English, Hindi, Nepali & Local Language

Declaration

I hereby declare that the details given by me are complete to the facts and if found guilty, you are free to take any action.

Date : 2nd Feb, 2026

Place : Noida

(Vikas Sharma)