

SANDEEP

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MANAGER – Sales & Tech service

ABOUT ME:

Experience in **Composites/Fiberglass industry** (raw material supply) as a Sales & Marketing Manager. Expertise in handling technical aspects, commercial deals, educating molders/owners, organizing exhibitions, digital marketing, planning imports, Export orders. At present, taking care of Business development & Technical services for mould release agents across India & catering to industries like Automotive, Marine, Wind energy, Railways, Defense, Aerospace, Optical fiber etc.

PROFILE SNAPSHOT

A dynamic professional with **13 years** of experience in **Composites raw material (FRP) Industry**

- Expertise in establishing & nurturing **strong rapport with key clients in composites industry** for business development and facilitating growth.
- Gained exposure in driving **Sales & Marketing initiatives** aligned with business goals and industry standards with verifiable year-after-year success in achieving peak **profit and business growth** objectives.
- Proficient in performing monthly **sales forecasting and competitive analysis** to determine accurate performance levels and need for **growth into current and additional vertical markets / categories**.
- Skilled in **creating and sustaining a dynamic environment** that fosters development opportunities and motivates high performance amongst team members; managing geographically diversified teams at multiple locations.
- Resourceful in enhancing brand image by **developing a target message map** for clarifying brand's differentiators and value propositions; organizing presentations at factory premises for product knowledge.
- Excellent **communication & interpersonal** skills with strong analytical, problem solving and organizational abilities.

WORK EXPERIENCE:

AM Lubricants & Coatings Pvt Ltd, **Manager –Sales & Tech Service**

since Jan 2024 (Present)

(Formerly known as Mclube asia Pvt Ltd)

- To handle all technical queries of composite division, educate moulders and owners about the benefits, and minimize time by using mould release agents for maximum output.
- Additionally, generate business by conducting demos and trials at customers' locations, building confidence in our products. (Applications – Handlayup, Infusion, Filament winding, Pultrusion, Grating, Autoclave process etc)
- Develop new products with respect to new applications & analyze competitors' products in different applications.
- To generate new business from domestic and international markets by promoting products.
- Work closely with the R&D department to resolve complaints, revise product performance, and assist in developing products according to customer requirements.
- Maintain an NBD file with all data on each customer, including conversions to business, and coordinate with the sales team to manage routine business.

Link Composites Pvt Ltd, **Manager – Sales & Marketing**

since July 2017 – Dec 2023

- Handling Technical & commercials sales for Commodity products & Specialty products like Axel – mold release agents, Lantor – core mat & Gurit – core materials for PAN India client base.
- Educate owners/front line workers to understand & get more benefits about the products.
- Specialty import planning for stock as per market requirements & demand.
- Conduct product trails at potential customers place, for approvals & continuation of routine supplies.
- Successfully involving in Government based tenders & supplies their after.
- Responsible to develop new business opportunities with respect to new industries.
- Generate new inquiries across India & bifurcate with respective area branches to give best services, price, product.
- Handle Branding & Promotion activities (Digital Marketing) of a company through monthly magazine, social media activities, regular product updates to all clients, Google updates, Creating content to Newsletters etc
- Analyze competitors' moment to capture more business (Price, New products, Negotiation)

Link Composites (Karnataka) LLP (New branch setup) – **Branch Manager**

since July 2014 to June 2017

- Develop customers by educating them about the products – Automotive parts, doors, panels, lite weight solutions
- Established complete branch setup with customer base from 0 to 50 with turnover 2.5 Cr in first year & 4.5 Cr in second year.
- Identifying new Marketing opportunities and devising suitable plans for the same.
- Introducing our specialty products to get more benefits with minimum time & maximum output
- Administering sales & marketing, purchase, inventory and warehouse management functions.
- Skilled in creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

Link Composites Pvt Ltd, **Manager – sales**

since June 2011 – June 2014

- Expertise in establishing & nurturing strong rapport with key clients in the industry (FRP Raw Materials) for business development and facilitating growth.
- Supervising new product roll-outs as per the marketing plan.
- Explaining resilience and flexibility of products to the clients for generating business in a demanding.
- Managing existing customer orders and recovery of payments, thereby extending necessary technical support to all clients.
- Co-Ordination with Transportation & with team for regular orders from key clients.

 **SKILLS**

 **BEST QUALITIES:**  **ACCOMPLISHMENTS:**



- Creative*

- Smart work*

- Compassionate*

- Result oriented*


- Best **Performer** in 2014 – Sales
- Best **Quality** Supplier 2012 – Key Client
- Selected as **Team Leader** for Karnataka branch
- Selected for various **Exhibitions** (Delhi, Mumbai & Hyderabad)
- Amplified customer base from 0 to 50 – **Effective Relationship**
- Educated many Customers to develop new products

 **EDUCATION:**

 **LANGUAGES:**

Year	Grade	Course	English	Hindi	Kannada	Marathi	Telugu
2010	“B”	MBA in Marketing Specialization (Full time) IMER, Belgaum - Karnataka University	5	4	4	3	1
2008	“B”	BBA in Finance specialization (Full time) A.S.P College, Bijapur - Karnataka University	*****	****	****	***	*
2008	“A”	Karnataka Secondary Education Board Sri Satyasai Lokaseva High School, Manglore	Fluent	Good	Native	Beginner	Understands

Place – Pune, Maharashtra, India