



Naresh Chandra

General Manager | Business Head | Sales & Marketing | Business Development | B2B Sales | B2C Sales | Brand Management

📍 Dubai - United Arab Emirates

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Languages

Kannada (Basic)

Malayalam (Basic)

English (Native)

Tamil (Basic)

Hindi (Native)

Kannada (Basic)

About

Business head & close loop management w.r.t. strategy, sales & marketing, business development, project management, brand building & market expansion in automotive and consumer goods, durables sector. Handled process & activities from stakeholder management to end to end commitment on presales | sales | post sales with an experience of spearheading large distribution networks, growing automotive dealers & distributors, consumer goods sales across all channels in the MEA region. Delivering requisite business results for over 22 years, expertise includes execution of tactical & strategic decisions, driving business operations through marketing, brand management, B2B, B2C sales network, channel development, key client servicing, new business development & expansion, key accounts management with multicultural team management. Goal driven, result-oriented & a thorough professional, always striving to achieve targets while handling large & critical markets. In depth experience in driving business operations through various channels i.e. retail, corporate, business to business & consumer, institutional & fleet. Complete understanding of diverse business process & related strategy development. A competent leader with excellent organizational & leadership skills. Always closing with outstanding interpersonal, negotiation & communication skills. Believe in contributing to the best of my abilities & aim to develop competencies thus ever ready to improve myself by learning from the environment. Handling large international markets & working with the group's top management. Progressively adept in handling a large team of professionals & aggressively driving business growth, this has been the key to success till date & surely worked as a competitive advantage in getting to the requisite goal. Highly adept at multi-tasking, resolving conflicts, mentoring team members. Possesses excellent decision making ability. Self motivated, hardworking & a consistent performer with a high degree of flexibility, commitment and optimism. Strong ability to work within a demanding time schedule to meet deadlines. Broad based background encompasses exceptional work ethics and commitment towards achieving organizational objective. Seeking a Senior Management role in a performance oriented environment for achievement of corporate goals & personal advancement. Being an enabler, optimist, futurist & motivator always keeps me moving forward. Have a wonderful time ahead. Thank you for your time. Best Regards, Naresh Chandra

BRANDS WORKED WITH

Bahwan International Group Holding Llc

General Motors

Godrej & Boyce Mfg. Co. Ltd.

Kennametal

Lakshmi Precision Screws Limited, Rohtak

Mahindra & Mahindra

Maven Partners Llp

Subros Limited

Tata Motors Ltd

Experience

● General Manager- Business Head | Consumer Goods | Business Development | International Operations

Bahwan International Group Holding Llc | Apr 2018 - Feb 2023

Growing professionally with highly experienced & exceptionally mature leadership team having indepth knowledge and exposure of handling transnational & global markets. In quest to build my capabilities and drive requisite organizational business results in the MEA region. Past 4.5 years, as a business head, been heading consumer goods business unit involving all activities related to marketing & brand building, operations, pre-sales, sales, post-sales business, customer service. Driving top line / bottom line growth, penetrating the market through B2B, B2C, retail, corporate and networking. Pursuing higher revenue & net margin in order to achieve company's ambitious growth plan, on a PDCA improvement cycle to achieve overall growth. At a micro level, involved in planning & implementing aggressive strategies in digital marketing, event management, prospect pipeline creation, demand generation and sales funnel management. Other aspects of business handling on a day

to day basis involves driving operational efficiency of the team, customer relationship management, analyzing market trends ,driving innovation & monitoring the volatile, uncertain, complex and ambiguous environment for course correction. Believe that people not only buy for what we do but also because in the process we make their buying experience an awesome one. Thank you

● **Project Lead - Strategic Consulting in Automobile Retail**

Maven Partners Llp | Feb 2018 - May 2018

Maven Partners represents a set of people working as an integrated team to take up projects which concern either the OEM or the Channel Partners of the OEM in the automobile domain. The domain cuts across the entire value chain from the supply side to the demand side. Maven Partners has a combined expertise in strategizing, conceptualization, validation, development, & implementation of the optimization structured interventions, need-based entry, expansion, growth or consolidation and turn around initiatives to be undertaken to cut across the Automobile & Auto component Industry domain. We co work & collaborate with our client partners in order to explore & crystallize concerns, gap areas and areas of substantive potential improvement impacting the functional or overall performance of the Client. The whole approach is very hands-on and real-time co-working with the client across the hierarchy within the broader guidelines and contours defined as the work philosophy or guiding principles of the esteemed Client. The effort is to create an environment wherein, the Maven's Team and the Client's Team collaborate right through the process of the diagnosis phase till the proper joint effort of the execution of the solutions suggested and even thereafter, to ensure sustenance of the change implemented. Maven believes that both the short-term & long-term interventions have to be undertaken considering the overall fabric of the policy framework of the specific OEM. However, it appreciates the uniqueness that exists in each of the functions or the different Channel Partners of the OEM that needs customized solutions. Maven does not believe in the philosophy of 'One Size Fits All'. We collaborate with the Automobile Manufacturers, OEMs, Supplier Partners, Dealership Partners, Allied Agencies and various representatives of the Automobile Industry. Maven Partners has the ability to offer our Clients, an all-encompassing solution for the Automobile industry throughout India.



● **Deputy General Manager | National Sales Operations | Business Development | Marketing | Team Lead**

General Motors | Jul 2009 - Oct 2017

- Started as Channel Sales Manager for Delhi/NCR & Haryana region where my responsibilities involved managing sales business operations along with handling customer relations & network expansion.
- In the 8+ years at General Motors, had consistently grown the customer base by driving channel sales operations across India encompassing various states, territories, zones & regions as Senior Manager, Divisional Manager, Senior Divisional Manager, Assistant General Manager & progressed to national sales as Deputy General Manager.
- Spearheaded the National Sales Operations for 1.5 years for Special Value Pack - Vehicle Sales, Accessories, Allied, Merchandise business , New Product Development & developed 'GO TO' market strategy to improve overall vehicles sales business.
- Gained significant leadership experience by driving the markets of Delhi NCR, Andhra Pradesh, Telangana, Kerala, Karnataka & hence moved to heading business at All India level.
- Executing various ATL & BTL activations for market penetration & volume growth.
- Tracked the pricing, launches, competition schemes through research & market intelligence.
- Improved pre-sales, sales & post sales process through mystery shopping, internal team intelligence & bench-marking.
- Conceptualized, created & executed high-impact, multimedia marketing campaigns that consistently generated new revenue streams & achieved improved performance in targeted market segments.
- Forecasting monthly/annual sales targets & executing them in given time frame through organisational planning.
- Managing dedicated sales team operations to drive customer satisfaction & business growth.
- Strategizing the long-term business directions of the region including P&L management in line with organisational objectives.

• Networking with partners & growing B2B sales / B2C sales through market development, market penetration & better reach. Thank you.

● **Territory Manager | Retail Sales | Corporate Sales | Key Account Management | Marketing**

Tata Motors Ltd | Jun 2005 - Jul 2009

Managing complete channel sales operations for dealers in Delhi-NCR, Punjab, Haryana, UP, Uttarakhand, HP and J&K at different point in time.

- KRAs included B2B sales, B2C sales, Sales volume - Sales Revenue, Market Share, CSI & SSI Scores, Sales Process Initiatives, Event Management, Sales Support, Channel Support, Interaction with Financiers, Working Capital Management, Sales Force Recruitment & Training, CRM Deployment & Spare part sales.
- Streamlined efforts for process enhancement & established procedures for improving operational efficiencies. Planning, devising sales promotion activities, schemes and marketing communications in the territory.
- Notable Attainments : Demand generation through innovative sales promotion & marketing programmes. Showed consistent growth in sales volumes & sales revenue with YOY increase in Car & Utility Vehicle sales.

● **Area Manager | Marketing | Channel Sales | Retail Sales | Corporate Sales | Key Account Management**

Mahindra & Mahindra | Jun 2003 - Jun 2005

Responsible for providing single point contact to dealers for all sales and service related matters. Assigning sales target to dealers and monitoring their performance. Attained Market Share, Enquiry generation and Sales targets. Organizing sales promotion campaigns, advertising and publicity. Ensuring dealership manpower quality & quantity and training in the region. Regulated activation/BTL marketing activity for various Brands to help improve Enquiries and Conversions. All India Best Practices Study and Implementation.

● **Management Student | Sales & Marketing | Consumer Buying Behaviors' Study**

Godrej & Boyce Mfg. Co. Ltd. | May 2002 - Jun 2002

Summer Project - Buying Behaviour of Customer w.r.t. Godrej Telescopic Ball Slides. Gained insight of the hardware market. Indepth study on Product/ Price/ Place/ Promotion of Ball Slides.



● **Sales & Service Engineer | B2B, B2C & Channel Sales | Key Account Handling | Business Development**

Kennametal | May 1999 - Aug 2000

Retail / Govt./ Institutional/ Corporate Sales - Key Account Management for sales of carbide/ ceramic Tools - Handling Part of North India.

● **Graduate Engineer Trainee | Commercial | Vendor Development | Purchasing | Project Management**

Subros Limited | Mar 1998 - Apr 1999

A part of the Cross Functional Team {Task Force} to bring down the cost of components in a HVAC by localisation / sourcing from other international vendors / negotiation with various stake holders from time to time.

● **Management Trainee | Production, Planning & Control | Team Management | Quality Control**

Lakshmi Precision Screws Limited, Rohtak | Oct 1997 - Mar 1998

Managing a workstation with a team of technical staff & a supervisor for driving the daily production and associated operations of a CNC cold forging machine {part former} to achieve customer requirement by aligning daily output & productivity from man & machine.