

PRABHAKAR SHANBHAG

Sales Head

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B - 203, ACHAL C.H.S., PremNagar Complex, Mira Road, Thane - 401107 Mumbai, Maharashtra, India



PROFILE SUMMARY

- Successful sales experience of 29 years in F.M.C.G.
- Accumulated expertise in Channel Sales from scratch, Startups, building and establishing distribution infrastructure, product launch, placement, and volume to next level through repeat demand.
- Accurate and prompt business planning, regularly monitoring to ensure consistent meetings of business goals using skills, tools, and techniques gathered over successful career.
- Delivered, Achieved, and surpluses several unbeatable business milestones.
- Top performer in the regional as well as National level "Rewards and Recognition programs".
- Initial starting period of front-line Sales career to till date as a sales head and gained valuable experience in terms of thorough business knowledge, processes, geographical proficiency, and professional relationships.

WORK HISTORY

Prabhat, Lactalis Groupe

Zonal Sales Head-West, Mar 2019-March 2021

- FMCG products, Achieved market share and complete market turnaround.
- International product brand launched and established.
Exclusive outlets Opened identifying Gap.
- Strong drive for remarkable value addition through new retailers, supermarkets, wholesalers, institutions, and SS, CFA, distributors across.

Mother Dairy Fruit & Vegetable

Zonal Sales Head, Nov 2006 - Mar 2019

- FMCG products, Ice Cream, Dhara, Safal- Frozen Veggies & RTE.
- Established Sales & distribution network.

Nutrine Confectionery (Lotte)

Area Sales Manager, Jan 2003 - Nov 2006

- Confectionery products
- Delivered planned volume by managing & developing the network.

Morepen Laboratories Ltd

Senior Executive, Sep 2001 - Dec 2002

- OTC products - Dr. Morepen (Burnol and Lamolate)
- Generated business volume through establishing CFAs and Distributors network.

PepsiCo India Holding.

Senior Sales Executive, Dec 1995 - Sep 2001

- COBO and Indirect operation- International Beverages brand launched and established market share.

ACHIEVEMENTS

- Restarted operations of the closed Bhuj-Kutch plant by delivering the required consistent business volume (2006-2010)
- Highest Volume Achievement Award National Level Mother Dairy (2016)

SKILLS

- To Achieve and surplus volume Sales and distribution objectives - ABPs & KRAs
- Go to market strategy- to add and cater to new retailers, Supermarkets, Institutions, and finding Gaps and appointment of new distributors for incremental volume sales.
- Ability to find market gaps to implement new variants and SKUs.
- Maintain financial hygiene, analyze investment, and ensure adequate distribution infrastructure.
- Ensure cooling chain maintained for highly perishable products across the market.
- Ensure consistent all territory's performance, incentives, and appraisal.
- Coordination with Plant, Billing, Logistics, Accounts/ Finance.
- Handling and managing complaints and market issues, support & services.
- Product promotions, branding
- Collection of new ideas and innovations, implementations.
- Search, Appointments, and commissioning of "Exclusive Distribution Center" in uncovered areas.

Blow Plast Ltd

Sales Officer, Mar 1993 - Nov 1995

- Branch Operation-VIP & Skybags Luggage
- Delivered business results by the expansion of exclusive dealer networks & Institutions.

Hindustan Unilever-Brooke Bond India Ltd

Sales Officer, May 1992 - Mar 1993

- FMCG products
- Expansion of Distributors and retail network.

Killick Nixon Ltd

Junior Executive, June 1991 - May 1992

- Snowcem Paints and building construction products. CFA & Dealer network development through Architects, Engineers, Contractors.

EDUCATION SUMMARY

R.P. Institute of communication and management (Bhartiya Vidya Bhavans)

Post-Graduation Diploma | Jun 1994

R. A. Bhavans College of Science

Bachelor of Science | Jun 1991

PERSONAL DETAILS

- Date of Birth - Dec 20, 1967,
- Marital Status - Married
- Hobbies - Listening to old music

GEOGRAPHICAL EXPOSURE

- Mumbai
- Maharashtra
- Gujrat

LANGUAGE FLUENCY

- English
- Hindi
- Gujrati
- Marathi
- Konkani