



# Md Zeeshan Farooqui

## Sales, Marketing, Distribution & Operation

Passionate & self-driven professional with a demonstrated history of driving P&L, working across diverse industries & geographical area. Skilled in Channel Management, Product Management, Project Management, Portfolio Management, Team Handling, Business Development & Relationship.

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### **ORGANISATIONAL EXPERIENCE**

#### ***Asha Venture Pvt Ltd Feb***

***Sep 2020 – Till date***

##### **Business Manager- Sales**

Products: Cold Room, Blast Freezer, Pre-cooler, Process Chiller, Milk Cooler, Reach-in Blast, Curd Incubator, Evaporator, Condensing Units, Compressor Rack, Customized solutions

- Marketing, Sales & Operation
- Channel Development & Management
- Key Accounts Development & Management
- Load Calculation, Unit Selection & Costing
- Managing & Implanting Marketing Strategy
- International Marketing
- New Product Development
- Product Promotion
- Online marketing
- Training & Development
- Report & MIS

#### ***Haier Appliance (India) Pvt Ltd***

***Jan 2019 – May 2020***

##### **Regional Product Manager – West India**

Products: Chest Cooler/Freezer, Visi- Cooler/ freezer, Medical freezer

- Planning & Execution of AOP in terms of Sales & Profit
- Marketing, Sales & Operation (Primary, Secondary & tertiary)
- Channel Acquisition, Development, Retention, Monitoring & Management
- Key Accounts Acquisition, Development, Retention, Management
- Collection of receivables, Credit management & Reconciliation of accounts
- Forecasting, allocation, and Management of Stocks
- Formulating & Implementing Marketing Strategies & policies
- Team handling, coordination & Management
- Organizing Seminars and Exhibitions
- Product Positioning, Benchmarking & competitive analysis
- Evaluating and Establishing Pricing
- New Product launch & promotion
- Liquidation of EOL Product
- Product Display at Traditional Counter and Modern Retail (Vijay Sales)
- Rolling out & Provisioning for FTS (Foreign Travel Schemes) & Display Support
- Training & Development (Distributor, Sub Dealer, ASM, BM, Customers)
- Adhering policies on Product Merchandising, Product Display & POP tracking & punching in the system
- Assisting in Catalogue, Flyers & Marketing Material Designing, allocation & distribution.
- Formulating Seasonal & Festive Strategy & Incentive
- Interacting with Important Associations for Market Penetration & Growth
- Data Analysis Report & MIS

**TESSOL****July 2017 – Dec 2018****Regional Sales Manager – West India**

Product: Plug n Chill Reefer Van, Hybrid and Conventional Cold Room, Portable Cold Room, Reach-in Blast freezer, PCM Tablet, Insulation Bags & Boxes for Last Mile Delivery Solution & other customized Refrigeration Products

- Sales, Marketing & Channel Development
- Product Introduction (Cold Room)
- Load Calculation, Unit Selection & Costing
- Positioning & Benchmarking
- Strategy & Planning
- Exhibitions, Seminar & Tradeshow
- Social media marketing
- Association with OEM for co-branding of products
- Product Bundling
- Implementing and Managed E-commerce Platform like IndiaMART
- Assisting in Catalogue, Flyers & Marketing Material Designing
- International Marketing
- Key Accounts Development & Management
- Customer Acquisition & Retention
- Team handling and management
- Market Research & Analysis
- Product Development & Operation Management
- MIS & Report Presentation
- Vendor development

**CARRIER AIRCONDITIONING & REFRIGERATION LTD****July 2014 - July 2017****Asst. Manager - Sales (Commercial Refrigeration Division)**

Product: Cold room, Blast Freezer, Pre-Cooler, Curd Incubator, Evaporator, Condensing Units, Compressor Rack, Chest freezer, Visi-Cooler, Supermarket cooling cabinet, Island freezer

- Marketing, Channel Development & Management
- Key Accounts Development & Management
- Customer Acquisition & Retention
- Load Calculation, Unit Selection & Costing
- Market Research & Analysis
- Organized Exhibition
- Product Development & Operation Management
- MIS & Report Presentation
- Positioning & Benchmarking
- Strategy & Planning
- Social media marketing through LinkedIn
- Assisting in Catalogue, Flyers & Marketing Material Designing
- Market Research & Analysis
- Vendor development & Coordination

**BLUE STAR****June 2011- April 2014****Senior Executive - Sales (Cold Room Division)**

Product: Cold Room, Pre-Coolers, Blast Freezer, Curd Incubator, Evaporator, Condensing units

- Channel Sales
- Direct Sales
- Load Calculation, Unit Selection & Costing
- Handling Operation
- Target setting and achievement
- Dealer Training and motivation
- Vendor Coordination
- MIS and Report Presentation
- Market analysis

**Production chemist**

Product: Bulk manufacturing of Vitamin E

- Production Planning
- Supervision of People
- Supervision of Process
- Quality Assurance
- Operation Management

**INDUSTRY**

- Pharmaceutical & Hospital
- Dairy & Ice Cream
- Hospitality & QSR
- Logistics & Distribution
- Horticulture, Floriculture, Banana Ripening & Food Processing
- Frozen food, Meat & Poultry
- Supermarket, Retail Outlet, Kirana stores
- Confectionary & Chocolates
- Chemicals, textile & Miscellaneous

**IT SKILLS:**

- MS Office
- SPSS
- Social Media Marketing
- Data Analysis (Google Analytics)
- Hands on various marketing & CRM tools

**SCHOLASTIC CREDENTIALS**

- MBA (Marketing & Finance) ICFAI/Mumbai 2009-2011
- B.Sc. (Industrial Science) AMU/Aligarh 2001-2005

**PERSONAL DOSSIER**

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| Date of Birth  | : June 12, 1983  |
| Nationality    | : Indian         |
| Marital Status | : Married        |
| Languages      | : English, Hindi |

**AWARDS AND ACHIEVEMENTS**

- Active member University Literary and Cultural Festival
- Certificate of excellence from Aligarh Muslim University Drama Club
- Certificate from Faculty of Engineering and Technology, A.M.U (Environmental and Pollution.
- Certificate of excellence from Open University Literary and Cultural festival "VIBGYOR"
- Certificate of excellence from Open University Literary and Cultural festival "AABSHAR"
- Certificate of excellence from Open University Literary and Cultural festival "NIKHAT"