



## **STRATEGIC MARKETING | CORPORATE PLANNING | PRODUCT MANAGEMENT**

Strategic Marketing ~ Brand Strategy ~ Business planning ~ Demand forecast ~ Pricing

Highly motivated, initiator, visionary and passionate strategic marketing executive with over 15 years of success in developing marketing plans, budgets, maximizing revenue, business development and product management. Develop strategies for monitoring competitive intelligence, channel development, recognized for utilizing innovative approaches and smart business decisions to achieve product positioning, penetration and brand value. Capable of placing any organization on the path of long-term profitability, maintaining corporate and brand integrity.

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### **CORE COMPETENCY**

Strategy formulation | Business planning and Budget administration | Competitive Analysis and Pricing | Product positioning and segmentation | Commercial Analysis | Demand Forecasting | Channel Sales strategy | Analytical Market Engineering | Innovative leadership and team management

**Possess all round intellect for blending leadership skills with sound business practices.  
Culturally savvy with intercultural experience and collaborative acumen**

### **KEY PROFESSIONAL ACCOMPLISHMENTS**

- ♦ **Product Marketing and Branding:** Spearheaded development, implementation and execution of marketing plans for Renault and Infiniti Nissan' cars. Devised strategies to enhance conversion rates by 5% and segment share by 10-15% and to redefine the SUV car segment for Infiniti in Oman and strategic markets for SBA.
  - Carved brand position as the "market leader" being both affordable and technologically superior for Infiniti.
  - Represented company in annual Business plans and C-Level meets.
- ♦ **Business Development :**
  - Achieved a growth in sales by 4 to 5% YoY for Infiniti and Renault brands. Enhanced market share from 5% to 6.5% for Infiniti and 1% to 3% for Renault in the Oman Market. Ensured repositioning and brand equity management for the brands through a spectrum of proactive marketing practices and met target ROI and IRR.
  - Secured over INR 240 mn. orders for batteries. INR 18 mn. for Solar and INR 225 mn. for telecom batteries at Exide India Ltd and salvaged USD 0.2 mn order from Honda SIEL and HMSI at Denso Sales India Pvt Ltd.
- ♦ **Market Intelligence and Net realization:** Increased transaction price and net realization despite of low footfalls through solicited support from OEM, accurate price positioning, vendor negotiation and budget management.
- ♦ **Business planning :** Managed business plan budgets of 30-40 Mn. USD for Infiniti and Renault cars. Bolstered profitability by ensuing tailored proposals to increase efficiency, reducing operating costs through institutionalized VIN reporting system, customizing accessorization of vehicles and pursuing cost benefit and 80-20 ABC analysis.

### **REGOGNITIONS AND AWARDS**

- Felicitated as a part of the SBA team which received the Nissan champion distributor award for 4 years in a row.
- Adjudged best speaker at the Indian facility of TI Automotive in the "Agra Country meet" of 2006.
- Awarded with several company sponsored trainings and offshore assignments at TI Automotive.

### **PROFESSIONAL EXPERIENCE**

**Bahwan International Group LLC (SBA), Muscat, Oman**

**Feb' 12- Sep' 20**

**Head-Product Marketing and Commercial (Reporting to COO and Sr GM Commercial)**

Developed and executed the marketing commercial going strategy and ensured that the tactical and strategic objectives were well understood and executed. Managed a team of over 25 members. Impacted organization profitability through effective management decisions concurrent with SBA policies.

### **Performance Milestones**

- Steered product marketing and pricing by developing a claw-back strategy to enhance brand equity, recall and personality for Infiniti cars, in a mature and declining market that eventually led to a YoY sales growth of 5-6% for Infiniti and 1-3% for Renault brand. Multiplied reach, impressions and conversions. Improved walk-ins.
- Conceptualized full-scale marketing intelligence and communication annual plans adopted by the management. On boarded a marketing research agency for analyzing competition pricing structure assessment and electric vehicles feasibility in the market. Conducted perceived value price VA/VI analysis for all strategic markets.
- Streamlined product content, merchandising and price positioning through showroom audits and market research. Achieved PACP and MoCI compliance and maintained total customer satisfaction index.
- Oversaw commercial aspects of export/import from free zones in Oman and UAE and catalysed sales in domestic and export markets. Regularized micro car-flow analysis, accelerated import custom clearance, cropped redundant internal procedures, rationalized product lines and expedited SAP based activities.
- Instrumental in consummating a multitude of on ground initiatives in retail, fleet and key accounts by leveraging digital marketing methods to drive acquisitions and plow back customer retention. Achieved potential prospects growth YoY by 15%. Managed over 20 product clinics and product launches.
- Challenged to create a path-to-market strategy for key models and transform product line-up from low profit rental fleet sales to high profit retail and fleet sales and maintain overall volume leadership by leveraging brand value over other competing brands such as Hyundai, Kia, Audi, Mercedes and BMW.
- Orchestrated robust price campaigns, full cycle sales momentum strategies and budget management in the wake of depressed market conditions and slashed budget allocations. Regularized TTL end to end digital marketing efforts and scaled company voice through PR and social media, to establish a consultative sales pitch.
- Increased accuracy for VIN and FAB analysis and sales forecast by over 95%. Liquidated aging inventory and reduced holding costs by 20-25%. Optimized stock turnaround time by 30%. Reduced order lead time by 50%.

**EXIDE INDUSTRIES LTD, Chennai, India**

**Sept'10 – Jan'12**

**Territory Manager - Industrial Telecom & Solar batteries-South (Reporting to EVP Industrial)**

Enhanced corporate sales of Exide batteries by building relationships with existing customers and influencers and by tapping white space opportunities. Met company objectives and drove 10-12% annual revenue growth.

### **Performance Milestones**

- Managed OE (B2B and B2C) corporate sales, dispatches, commercial aspects, service co-ordination and after-sales issues. Fostered business development with Sun Edison, Emmvee Solar, ACME solar, Tata Solar and L&T.
- Engaged in customer centric programs and fulfilled AMC. Employed networking and reverse networking, market scanning and differentiation techniques to forge a successful client pitch and close calls. Conducted product promotions and awareness campaigns at the dealer's end.
- Accomplished competitor analysis and complaint handling using the SAP platform. Enabled co-ordination with C&F for timely dispatches and receivables collection. Organized business meets with division heads.
- Instrumental in Exide gaining recognition as environmental sales leader in the battery industry. Contributed considerable "green power" image value added for the Exide brand.

**ELEMENT TECHNOLOGIES (for AT&T), Charlotte, USA**

**Sept'09 - May'10**

**Database Analysis & Project Management Trainee (Reporting to Senior Analyst)**

Responsible for AT&T's requirement analysis at Element technologies. Accomplished SAS projects.

### **Performance Milestones**

- Defined key business metrics, value proposition and facilitated the management pitch for the client.
- Accomplished projects in Base SAS implementation, database management and strategy formulation.

**TI AUTOMOTIVE, Gurgaon, India**

**Nov'04 - Dec'07**

**Manager Marketing Commercial - Asia Pacific (Reporting to Managing Director)**

Ensured sustainable growth through continued focus on achieving project targets. Expanded the business portfolio of TI Automotive with key customers. Accomplished several offshore and on-site live financial projects.

#### **Performance Milestones**

- Streamlined commercial online reporting for fuel systems. Maintained fuel systems database and tracked market dynamics. Successfully implemented the migration of Asia Pacific database of fuel systems.
- Concluded a comparative analysis of global forecasters and strategic advisers and signed a contract with “CSM Auto” in Europe. Generated market intelligence reports on competitor movements in Asia Pacific.
- Performed capital expenditure analysis and cost benefit analysis for Ford, Toyota and Nissan platforms. Involved in planning, budgeting and pricing aspects for Nissan and Dongfeng motors, HVAC's and Pumps.
- Created advertising campaigns, collateral and leaflets. Involved in pre-sales and product launch activities. Designed ad-hoc marketing presentations. Slashed analysis time by 20% and reduced lead time of launch activities by 10-20%.
- Conducted NPV, IRR, Payback, ratio and variance analysis for considering financial viability of decisions related to manufacturing product flow at the factory. Specialized in Architect software handling: The Cube software and “Comshare” TRACS financial.

**DENSO SALES INDIA PVT. LTD, New Delhi, India**

**Jan '03 – Nov '04**

**Senior Marketing Executive (Reporting to General Manager)**

Ensured sustained business with Honda Motors and Honda Sael India, by consolidating institutional corporate marketing efforts. Managed requirement handing of Denso products at Honda, Maruti Suzuki and Keihin Panalpa.

#### **Performance Milestones**

- Scheduled and regularized dispatches for Honda Motorcycles and Honda Sael. Resolved two major component related issues related to P71 or Karizma motorbike launch at Honda. Organized vendor quality audits at Denso.
- Conducted review meetings with clients and internal technical staff to analyze market trends. Streamlined inter-departmental interactions to map understanding of deliverables by using cross-functional communication skills.
- Executed action plans, delivered sales metrics, invoices and C-forms. Involved in marketing presentations.
- Carried out problem resolution, troubleshooting, end to end solution management, approval arranging and receivables management for Denso customers, Honda, Maruti and Keihin Panalpa. Achieved 100% complaint resolution at Honda.

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#### **EDUCATIONAL CREDENTIALS**

- **MBA (International Business - Finance and Strategy, Scholarship), 2009**  
Thunderbird School of Global Management, Internship: Cox Communication, Business Marketing , USA
- **MBA (Marketing), 2002**  
IIT – Roorkee, Internship- Samtech Infonet , SAP business development project, India
- **B.E. (Industrial, Distinction), 1999**  
BIT Sindri, Internship- DC Industrial Plant Services Ltd, Operation and Maintenance of Ash handling plant, India

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#### **CERTIFICATIONS/TRAININGS/AFFILIATIONS**

• SAP | • Base SAS | • C++ | • @risk and best fit (Statistical tools) | • Digital Vidya certification for advanced data analytics using Power BI and advanced Excel | • Digital Marketing and E-commerce professional certification |  
Member of Finance Club at the Thunderbird School of Global Management | Editor in Chief of the monthly in-house departmental magazine, @ doms.edu, Member of Research Cell in CONSOL 2K and Editor of “Parivartan”, the e-Governance newsletter (first in the world) at IIT-Roorkee

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#### **PERSONAL AND SOCIAL DETAILS**

**Date of Birth:** 7th October 1975

**Hobbies:** Travel, Photography, Badminton, Gourmet Cuisine, Technical Books

**Linguistic Proficiency:** English, Hindi and Bengali