

Amitabh Dogra

General Manager (Group)

Contact Details

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Date of birth

12th September, 1975

Nationality

Indian

Skills

Strategic sales and Marketing

Business Development

Channel Management

Retail, Corporate and fleet sales

Vendor Management &
Development

Team Management

Dealership Management

Customer Retention &
Acquisition

Business Profitability

Market Trends & Analysis

Inventory Management

Languages

English

Hindi

Punjabi

Profile

• Vision-oriented business leader with nearly more than 25 years of rich & extensive experience with a key focus on achieving business profitability & cost reduction from different verticals through optimum utilization of available resources within the organization.

- Rich experience in all aspects of Brand Management, with a track record of launching new brands, developing new markets & leveraging existing knowledge to facilitate business excellence.
- Strong business acumen with skills in conceptualizing robust plans for market development in different segments for better market penetration.
- Proven excellence in developing the overall channel network in the assigned region by coordinating, managing and monitoring the activities of different distribution channels and monitoring the flow of business such as new car orders, service tie-ups, extra add-on services & much more.
- Expertise in developing relationships with key decision-makers in large corporate and enterprises for business development, suggesting the most viable services & cultivating healthy relations with them for repeat business.
- Keen planner and strategist with skills in identifying client /business process needs, conceptualizing business solutions & strategies for achieving corporate goals, and establishing practices to deliver innovative solutions to business problems

Employment History

**General Manager (Group) at Mahadev
Hyundai Faridabad** March 2016 — Present

**General Manager Sales & Marketing at
Maruti Suzuki Vipul Motors Noida** December
2014 — February 2016

**General Manager Sales at Volkswagen
Broadway Auto world Faridabad** May 2011
— November 2014

Manager Corporate Sales at Nawab Motors, Tata Motors January 2005
— January 2009

Education

**Bachelor of Arts Delhi
University.**

1997

★ Professional Experience

- **Triump Auto** – Tata – Fiat Dealership as Corporate Manger -Sales Faridabad (July 2009-January 2011)
- **Auto Deals –(Multi Brand Two Wheeler Showroom) Running Own Showroom** (March 1999-Oct-2004)

★ Key Result Areas

Sales & Marketing/Business Development

- Leading end-to-end Sales & Marketing Operations, including promotions and brand positioning.
- Managing Retail, Corporate/Fleet Sales, Finance, Insurance, Accessories, Used Car, and Customer Care.
- Interacting with OEM Managers for car ordering, budgeting, and inventory management.
- Managing Corporate/Fleet sales in Delhi & NCR and coordinating with the principal company.
- Budgeting, forecasting, and reporting for maximum sales.
- Implementing competitive strategies, expanding market share, and achieving revenue targets.
- Forecasting targets, driving market awareness, and initiatives for business goals.
- Coordinating with vendors, suppliers, clients, and banks/NBFCs for quality material delivery.
- Analysing data, generating reports, and taking necessary actions.
- Identifying reliable channel partners, monitoring distributor performance, and resolving issues for market penetration.
- Formulating strategies for unexplored market segments, sales forecasting, and revenue assessment.
- Directing and managing marketing to develop new customers and innovative strategies.
- Achieving sales targets through market mapping, lead generation, and customer service.
- Conducting market studies, tracking competitors, and refining marketing strategies.

Training & Development

- Mentoring and monitoring team members to ensure process efficiency and meet production targets.
- Motivating the team through appraisals and incentive schemes to drive high performance.

- Managing team recruitment for revenue generation and organizational development.
- Conducting training programs to achieve planned business targets.
- Facilitating employee induction programs and regular training sessions to enhance skills and operational efficiency.
- Developing training initiatives for productivity enhancement, capability building, and quality improvement.

Client Relationship Management

- Maximizing customer satisfaction level by monitoring customer complaints, providing efficient services, resolving customer grievances, and resolving their issues for customer retention.
- Retaining current clients and attracting new clients by resolving the entire raised problems.
- Building and maintaining healthy relationships with major clients' business continuity; ensuring the customer satisfaction by achieving delivery and service quality norms.

★ Significant Accomplishments

- Felicitate appreciation from senior authorities for outstanding performance in generating sales and for achieving customer satisfaction matrices.
- Managed customer-centric operations & ensured customer satisfaction by achieving delivery & service quality norms.
- Key focus: Employee retention and maintenance of hygiene factors for job satisfaction.
- Internal and External complaints so as to bring it down to zero.
- Ensured 100% Customer Satisfaction by addressing clients' complaints and resolving the same on priority.

★ Key Achievements

- Received Many Awards and Recognitions from HYUNDAI MOTORS INDIA LIMITED (HMIL).
- Received Numerous awards from MARUTI SUZUKI INDIA LIMITED (MSIL).
- Awarded TROPHY from Volkswagen India Organized at Macau (Hong Kong) for achievement of Quarterly Targets Q2, 2014.
- Awarded with special incentive as "A trip of 7 day's to Bangkok from CITIBANK in June 2004.
- Awarded with special incentive as A.C from TATA MOTOR FINANCE LIMITED in the contest "Hai Dum" Dec. 2005 to Feb. 2006
- Awarded with special incentive as "Digital Camera-Sony" from ICICI BANK LTD in the contest "Umeed Se Dugna" Nov. 2005.