

## HITESH BHATIA

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Languages: English, Hindi, Punjabi

Date of Birth: 03rd January 1980

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## PROFESSIONAL SUMMARY

Dynamic, results-driven sales leader with over 22 years of experience in the automotive industry, specializing in Passenger and SUV segments. Proven expertise in leading sales operations, driving revenue growth, optimizing business strategies, and ensuring superior customer service. Adept at mentoring teams, managing inventory, and establishing sales processes that contribute to the consistent achievement of targets and profitability.

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## PROFESSIONAL EXPERIENCE

### Autovikas TATA, New Delhi

*Chief General Manager – Sales & Operations* | June 2018 – February 2025

- Developed and implemented comprehensive sales strategies, resulting in significant showroom traffic increase and consistent sales growth.
- Led a high-performing sales team, setting and exceeding targets while ensuring consistent development and performance evaluations.
- Managed showroom inventory, ensuring a well-balanced mix of vehicles to meet market demand and customer preferences.
- Monitored financial performance, optimized budgets, and achieved profitability targets.
- Ensured compliance with industry regulations, improving operational efficiency and maintaining high showroom standards.
- Implemented customer feedback systems that improved service quality and fostered lasting relationships with key clients.

### Tuli TATA, New Delhi

*General Manager – Sales & Operations* | May 2016 – December 2017

- Spearheaded sales operations, consistently meeting and surpassing revenue targets.
- Managed a diverse team of sales professionals, instilling a culture of collaboration and high performance.
- Strengthened relationships with clients and stakeholders to ensure repeat business and brand loyalty.

**Kaizen NISSAN, New Delhi**

*Assistant General Manager – Sales* | May 2014 – April 2016

- Managed daily operations, sales strategies, and staff performance to drive growth in a highly competitive market.
- Created and implemented training programs that enhanced sales techniques and customer service standards.
- Analyzed sales trends and used data insights to drive decision-making and improve profitability.

**Sky NISSAN, New Delhi**

*Manager – Sales* | June 2010 – March 2014

- Played a key role in achieving sales targets through strategic planning and implementation of effective sales campaigns.
- Recruited, trained, and motivated sales personnel, ensuring that dealership policies and procedures were strictly followed.
- Provided recommendations on inventory management and sales projections based on customer preferences and market trends.

**Courtesy HONDA, New Delhi**

*Assistant Manager – Showroom Sales* | November 2008 – April 2010

- Oversaw pre- and post-sales activities, building strong relationships with customers and ensuring high satisfaction levels.
- Implemented customer satisfaction standards, resolving complaints and enhancing customer loyalty.
- Coordinated with various functions including Marketing and Customer Relationship Management for seamless operations.

**Harpreet FORD, New Delhi**

*Assistant Manager – Sales & ESB* | February 2003 – October 2008

- Consistently met sales targets, and played a key role in driving customer satisfaction initiatives.
- Developed and maintained relationships with clients, resulting in high customer retention rates.

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**EDUCATIONAL QUALIFICATIONS**

- **Post Graduate Diploma in Communication & Marketing** – National Institute of Sales
  - **Bachelor's Degree in Commerce** – Sri Guru Gobind Singh College of Commerce, Delhi University
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## SKILLS & COMPETENCIES

- **Sales Leadership & Strategy:** Proven ability to develop sales strategies and lead teams to exceed targets.
  - **Team Management & Training:** Expertise in recruiting, mentoring, and motivating teams to deliver exceptional performance.
  - **Customer Relationship Management:** Strong focus on building and maintaining long-term relationships with clients.
  - **Financial Management:** Skilled in budgeting, forecasting, and achieving sales department profitability.
  - **Inventory & Operations Management:** Experience in managing vehicle inventory and showroom operations.
  - **Data-Driven Decision Making:** Proficient in analyzing sales data and making informed business decisions.
  - **Conflict Resolution:** Expertise in managing escalated customer complaints and ensuring satisfaction.
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