



ANAND SHANKAR

Business Development, Driving Revenue Growth, Network Expansion & Cx Expert

Contact

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Skills

Leadership

Strategic Planning

Business Development

Channel Management & Sales

Cx Expert (CRM)

Profile Summary: Dynamic and goal-oriented Zonal Business Manager with over 16 years of distinguished experience in the automobile industry. Proven leadership abilities with a strong track record of increasing productivity, enhancing customer satisfaction, and driving revenue growth. Expert in channel sales, network expansion, territory management, and business development. Adept at coaching and mentoring teams, streamlining procedures, and optimizing employee talent. Committed to delivering operational excellence and achieving business outcomes through strategic planning and execution.

Work History

2024-04 -
Current

Zonal Business Manager

Tork Motors Pvt. Ltd., Pune

- Leading the Zonal Sales Vertical for the West & East Zone.
- Responsible for sales volume, dealer development, dealer profitability, capability building and stakeholder management.
- Managing a team of ASM & TSM.

2023-04 -
2024-03

Zonal Business Manager

Ather Energy Pvt. Ltd, Pune, India

- Custodian of Zonal Sales Vertical.
- Defined & Deliver engagement and operational excellence.
- Built and led a highly driven team, managed strong relationships with retail partners, and achieved business outcomes.
- Focused on capability enhancement for the team and retail partners to handle planned capacities.
- Supported regional managers in adjusting sales goals and processes based on zone metrics and company objectives.

2014-01 -
2023-03

Regional Sales Manager

Ford India Pvt Ltd, Mumbai, Maharashtra

- Managed sales operations for Mumbai, Maharashtra, Gujarat, Madhya Pradesh, and Chhattisgarh.
- Forecasted monthly sales, set targets, and ensured achievement for the sales team.

Network Expansion,
Market Analysis

Team Building &
Development

- Streamlined processes to enhance efficiencies while minimizing operational time and costs.
- Reviewed the monthly performance of the sales team and channel partners.
- Handled regional launches of Endeavour, EcoSport, Aspire, and New Figo.
- Identified and developed new revenue streams and managed pre/post-sales activities, acting as the escalation point for sales-related issues.

2011-05 -
2014-01

Territory Sales Manager

Hero MotoCorp Ltd, Vadodara

- Devised sales promotional activities and marketing campaigns to drive sales volumes and profitability.
- Identified and drove institutional sales, and established tie-ups with financial institutions.
- Ensured adherence to company VI norms (infrastructure, interiors, exteriors).
- Conducted regular dip-stick surveys and focus group research for new product launches.
- Part of the brand migration team that successfully implemented the major brand change from “Hero Honda” to “Hero”.

2008-04 -
2011-04

Assistant Manager

Yamaha Motors Pvt. Ltd, Pune

- Managed sales operations and establishing the dealer network for Chhattisgarh, Vidarbha, and parts of Mumbai.
- Forecasted monthly sales, set targets, and ensured achievement for the sales team.
- Managed branding for different product segments at the regional level, considering customer segmentation and market-specific requirements.

Education

2006-05 -
2008-05

M.B.A: Marketing

J.K. Business School - Gurgaon

2004-05

B.A (Hons)

Magadh University

1997-04 -
1999-05

Std XII

Board of Intermediate - Patna

1996-04 -
1997-05

Std X

Patna High School - Patna

Most Proud Of

- Propelled 10% Ford Market Share Growth in Key Markets such as Baroda, Surat, Indore, and Bhopal, Contributing Significantly to Reach 3% Market Share.
- Played a key role in securing a 51% market share in Maharashtra's SUV segment, driving significant growth and dominance.
- Asia Pacific Recognition Award: Acknowledged for achieving national best performance in CRC (Customer Concerns Resolution) in 2016, 2017 & 2020
- Awarded Best Sales Manager, Yamaha (2010): Recognized for driving sales growth from 44 units/month to 350 units/month, demonstrating exceptional sales leadership and strategic acumen.