

Yashvardhan Negi

Summary

Dynamic business manager with 11 years of experience in sales, marketing and business development. Has a diverse career spanning building materials, hospitality, and energy sectors. Excels at navigating complex Go-To-Market (GTM) strategies, managing large-scale channel networks, and leading high-performing teams.

Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
B.Tech (Petroleum Engineering + MBA)	University of Petroleum and Energy studies, Dehradun	2009-2014
XII, CBSE	Delhi Public School, Ghaziabad	2009
X, ICSE	St Paul's Academy	2007

Work Experience

Pidilite industries Limited, Delhi	(32 Months)
<i>Regional Manager, Joinery</i>	February '23-Present
- business management of North region (120 crore). - Heading a team of 12 executives and monthly business revenue of 10cr per month. - Business development and farming at key accounts Century, Merino, Greenply, Kitply, Livspace, Homelane etc. - Channel partner management (35), their scheme designing, budget allocation, P&L handling. - P&L management of the region, with qualitative input and feedback to the management. - Achieved a growth of 19% by volume (highest in India) in FY23-24.	
Kohler Co, Gurugram	(36 Months)
<i>Market development manager, K&B commercial</i>	January '20-Feb '23
- Overall business owner for channel expansion & Sales for North India (45 crore). - Working closely with leadership team on planning the business strategy for different geographies and different timelines, supplementing them with in-depth analysis into customer trends and partner feedback. - Monthly revenue handling of 3.7 crore, setting product, quotation, scheme target for all channel partners & team members. - Marketing & New Launch: Helped plan and launch new product initiatives such as Mirrors, vanity, enclosures across three states through market input, competition analysis and ATL & BTL activities. Implemented the go-to-market strategy for same. - Appointing and handling new channel partners after proper GTM Working. Capex investment of 40-50 Lakh. Onboarded more than 50 channel partners across four states Punjab, Uttar Pradesh, UK and Rajasthan. Helped increase brand penetration. - Partner P&L responsibility, improved partner's TOD margin by 3.5% and zone's revenue by 50% through improved product selection and digital leads funneling strategy.	
OYO Hotels & Homes, New Delhi	(14 Months)
<i>Area Supply Manager, Smart</i>	November '18-January '20
- Overall business manager for Smart Model for Airport Delhi Cluster - Relationship building with existing business owners and other key stake holders. - Key account management of strategic properties that were critical in generating maximum revenue and had impact on brand. - Drive revenue of the hub with Ecommerce (online OTA, OYO app) and off life channels (Travel agents & corporates). Manage cluster P&L with 2800 rooms and Rs.80 Cr turnover with a team of 5 BDEs. - Led the launch of new segment of OYO properties- Capital-O in the cluster. Developed largest cluster for OYO (Airport Delhi) in India (150 Hotels, 80% Coverage).	
SYAN Tech LLP, Gurugram	(18 Months)
<i>Co-founder</i>	April '17-November '18
- Built the operations, developed & managed vendor relations and handled end to end Consumer Marketing of the business. Scaled the business to 1 million INR. - Launched India's maiden collectable figurine brand.	
Total Energies, Mumbai	(36 Months)
<i>Area Manager, Industrial</i>	April '14-April '17
- Handling revenue & Sales of 5+ Crores monthly - Key account management: Reliance Industries, Adani, Sterling Generators, Welspun. - New Product Launches – Executing penetration & volume growth of new product launches for HVM segment. - Competition Analysis – Keeping track of competition market inputs in different outlet categories and accordingly develop right action plans. - Team Management and Development – Regular evaluation and feedback to team members on KRA's and guiding	

them regularly on key drives and opportunities in market.

- Channel Management – Established new distributors and channel partner in Surat, Vapi and grew network by 40%.

Interests / Extra-Curriculars

Instrumental Creativity

- Member of Football team, 1 Gold, 1 Silver medal at state level Inter- University sports events | Member of School team for two consecutive years, representation at state level (CBSE Clusters).

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