

Manu Gupta

+91 8605789829 manu.14aug@gmail.com

Current Location: Chennai | **Nationality:** Indian | **Gender:** Female

SKILLS & COMPETENCIES	SUMMARY
<ul style="list-style-type: none"> Leadership and Team Management Profitable Business Growth Global Project Management Strategic Business Planning Business Analytics Deep Customer engagement Sales and Marketing Hard & Prolonged Negotiations Dealer/ Distributor Management Supply Chain Management Communication - Written & Verbal 	<ul style="list-style-type: none"> Over 17 years of diverse experience across Automotive / Off Highway segment. Current Position: Head – Sales, Marketing & Business Development (IC Engine & EV – Domestic & Exports) Prior positions: Lead – Strategic Business Development PAN India & Regional Manager West - Sales, Marketing & New Business Development. Experience in handling Global/ Indian Projects/ Customers & winning new business nominations. Responsibilities: Sales & Marketing, Business Development, Strategic Business Acquisitions/ Management, B2B & Channel Sales, Supply Chain, and Operations. Consistent track record in achieving Organic & Inorganic Profitable Business growth across product lines. Strategic Planning: Formulated and executed Product/ Business related Strategic Plans and led cross functional team (CFT) initiatives to achieve Profit targets, while also strengthening Client relations with win-win outcomes. Lead role in Ideation Processes to improve Supply Chain Management using (Eliminate, Combine, Reduce and Simplify) ECRS method in “A Digital Transformation Strategy” initiative. Personal Development: Ongoing “Executive Leadership Coaching & Mentoring” with a senior industry leader since March 2022. A positive-thinking professional with good Problem Solving, Leadership, Mentoring, and Team Building skills with a can-do attitude. Focus on Personal Productivity with a track record of high performance and delivering stretch results.

EDUCATION	PROFESSIONAL CAREER																														
<ul style="list-style-type: none"> Currently enrolled in a two-year - MBA (BPGP) - IIM Ahmedabad Leading Digital Transformation - IIM Bangalore Sales & Marketing Excellence - ISB PGDM - International Business - IMT Ghaziabad B.Tech. - Mechanical Engineering Diploma - Mechanical Engineering 	<table border="1"> <tr> <td>JK Fenner (India) Limited</td> <td></td> <td></td> </tr> <tr> <td>Head – Sales, Marketing & Business Development (IC Engine & EV – Domestic & Exports)</td> <td>Chennai</td> <td>Oct 2021 – Till Date</td> </tr> <tr> <td>Lead – Strategic Business Acquisitions/ Management, Regional Manager – West Region (Sales, Marketing & New Business Development)</td> <td>Pune</td> <td>Apr 2021 – Oct 2021 Apr 2018 – Mar 2021</td> </tr> <tr> <td>ITW India Private Limited</td> <td></td> <td></td> </tr> <tr> <td>Business Development Manager</td> <td>Pune</td> <td>Feb 2015 – Mar 2018</td> </tr> <tr> <td>Plastic Omnium Auto Exteriors (India) Private Limited</td> <td></td> <td></td> </tr> <tr> <td>Assistant Manager – Sales & Marketing</td> <td>Pune</td> <td>Jul 2013 – Oct 2013</td> </tr> <tr> <td>MAHLE Filter Systems India Limited</td> <td></td> <td></td> </tr> <tr> <td>Key Account Manager – Sales & Marketing,</td> <td>Gurgaon</td> <td>Nov 2009 – Nov 2012</td> </tr> <tr> <td>Senior Engineer – Operations (Production & Supply Management)</td> <td>Parwanoo (H.P.)</td> <td>May 2006 – Nov 2009</td> </tr> </table>	JK Fenner (India) Limited			Head – Sales, Marketing & Business Development (IC Engine & EV – Domestic & Exports)	Chennai	Oct 2021 – Till Date	Lead – Strategic Business Acquisitions/ Management, Regional Manager – West Region (Sales, Marketing & New Business Development)	Pune	Apr 2021 – Oct 2021 Apr 2018 – Mar 2021	ITW India Private Limited			Business Development Manager	Pune	Feb 2015 – Mar 2018	Plastic Omnium Auto Exteriors (India) Private Limited			Assistant Manager – Sales & Marketing	Pune	Jul 2013 – Oct 2013	MAHLE Filter Systems India Limited			Key Account Manager – Sales & Marketing,	Gurgaon	Nov 2009 – Nov 2012	Senior Engineer – Operations (Production & Supply Management)	Parwanoo (H.P.)	May 2006 – Nov 2009
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JK Fenner (India) Limited

Apr 2018 – Till Date

Head – Sales, Marketing & Business Development (IC Engine & EV – Domestic & Exports) - Oct 2021 – Till Date

- Responsible for profitable business growth with Domestic & Exports customers.
- Prepare & present the Strategic Roadmap for the business and deliver key performance indices (KPIs).

Contributions/ Achievements:

- Converted a loss-making business into a profitable one, through substantial price increases and process improvements in Customer engagement.

- Strong Customer engagement reflected in increased business / resolution of legacy issues, secured new nominations.
- Significantly improved customer engagement with global, high potential, strategic customers and generated (first time) enquiries for strategic products.

Lead – Strategic Business Acquisitions/ Management

Apr 2021 – Oct 2021

- Responsible for Business partnerships, primary liaison with customers, PAN India New Business Development.
- Conducting Margin Analysis and ensured profitable business status for each product/ project.

Regional Manager – West - Sales, Marketing & Business Development

Apr 2018 – Mar 2021

Actions/ Contributions/ Achievements:

- Engaged with global customers, developed business relationships, and started business development.
- Successfully developed and launched new product lines that resulted in market share gains.
- Settled highest Price Increase twice with all customers of west region and achieved targeted profit margins.
- Highest Sales for three consecutive years from 2018-19 to 2020-21.
- Highest New Business Development for two consecutive years in 2019-20 and 2020-21.

ITW India Private Limited - Feb 2015 – Mar 2018 - Business Development Manager

Actions/ Contribution/ Achievements:

- Identified potential OEMs, developed action plans to enable product exposure and penetration into businesses.
- Helped OEMs in product standardization efforts, supplier rationalization: Targeted Selling, Core Market Expansion and Customer Back Innovation.
- Trained Maruti Suzuki Dealers/ Service Centers/ Distributors (PAN India) for successful launch of new products. Led product rollout by conducting product demonstration and knowledge sessions for sales & channel.
- Enabled entry into three leading OEMs by getting approval for a wide range of products.
- Overachieved Y-o-Y sales target of new products by 200% for two consecutive years.
- Received “**Super Achiever award**” for three consecutive quarters culminating in recognition as “**Game Changer award**” in **2017-18**.

Plastic Omnium Auto Exteriors (India) Private Limited - Jul 2013 – Oct 2013 - Assistant Manager – Sales & Marketing

Actions/ Contributions/ Achievements:

- Responsible for Key account management of potential customers and formulated Price Increase proposals.
- Led Budgeting of sales plan to create revenue roadmap for a five-year plan.

MAHLE Filter Systems India Limited - Key Account Manager – Sales & Marketing - Feb 2010 – Nov 2012

Actions/ Contributions/ Achievements:

- Handled multiple responsibilities in parallel: Key Account Management for allotted customers, short- and long-term Strategic Sales Planning, Business Analysis, MIS Reporting to MAHLE HQ (Germany) and Anand Corporate.
- Led planning of both Organic and Inorganic Five-Year Sales Growth Project - PAN India, and supported MAHLE Global Sales Team.

Senior Engineer – Operations

May 2006 – Jan 2010

Actions/ Contributions/ Achievements:

- Led Supply Management of OE & Spare parts for Maruti Suzuki and improved the performance rating of MAHLE.
- Orchestrated successfully WIP reduction project using Line Balancing and Value Stream Mapping methodology.

OTHER DETAILS

Languages proficiency: English (Fluent), Hindi (Mother Tongue), Punjabi (Fluent) and Marathi (Basic)