

# Yashvardhan Negi

Gurugram, India  
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## EDUCATION

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### University of Petroleum and Energy studies, Dehradun

Dehradun, India

#### Master of Business Administration– **MBA**

2013-2014

- Concentrations: Marketing & Strategy, Top grade in International Business, energy Management & Leadership Excellence
- Leadership: Sr Coordinator of PR team for Cultural Club, Sr Coordinator of Events team for placement committee.

### University of Petroleum and Energy studies, Dehradun

Dehradun, India

#### Bachelor of Technology in Applied petroleum engineering– **B.Tech (APE)**

2009-2013

- Leadership: Coordinator- Cultural Fest Publicity team, Coordinator –CONIAPS(13th) International conference Physical sciences
- Honors: Recognition from society of petroleum engineers (SPE).

## WORK EXPERIENCE

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### Pidilite Industries Limited.

New Delhi, India

#### Branch Manager, Joinery

02/23-Present

- business management of North-1 region (120 crore).
  - **Heading a team of 7** 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, India

#### Market development manager, K&B commercial

01/20-02/23

- 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.
  - **Team handling** of **two** RRE's and **two** sales managers. Regular evaluation and feedback to team members on KRA's and guiding them regularly on key drives and opportunities in market.
  - 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, India *Area Supply Manager, Smart* 11/18-01/20

- 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**

New Delhi, India

*Co-founder*

04/17-11/18

- Built the operations, developed & managed vendor relations and handled end to end Consumer Marketing of the business. Scaled the business to 1 million INR.

**Total Energies** (a fortune top 20 company)

Mumbai/Surat, India

*Area Manager, Industrial*

04/14-04/17

- **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%.

## ADDITIONAL INFORMATION

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- **Achievements** | Awarded best ASM at OYO | 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).