

Amey Otavnekar

Phone: +260 776227307 **E mail:** ameyotavnekar@rediffmail.com
TRADING MARKETING OPERATIONS | BUSINESS DEVELOPMENT | SALES
Industry Preference: Liquor / FMCG
Location Preference: Africa / Middle East / India

Senior Manager with 4 years in SADC Countries and total 18 years of experience in Sales & Marketing, Business Development, Key Account Management, Channel & Distribution Management and Territory Development.

Profile Summary

- A forward focused multifaceted professional with over 18 years of experience in providing direction for marketing strategies with focus on achieving defined business objectives.
- Defined product/trade marketing strategy, including development of channel marketing activities in accordance with overall achievement of strategic organizational goals.
- Generated launch strategy of William Lawson's Whisky in Goa– Only Test Market in India.
- Led business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching and hosting constructive meetings.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.

Professional Experience

Dairy Gold – Tradekings Group, DRC as Country Manager.

June' 21 Till Date

- Handling business in excess of 2 million USD per month.
- Devise & Implement Route to Market (RTM) & Distribution to expand Numeric Distribution & Brand Presence in market.
- Grow market value & volume as well as distribution in line with the country plan.
- Managing a team of 4 Managers & 12 Sales Representatives, taking full accountability for team member performance, engagement, and productivity, handle employee HR functions (hiring, terminations, performance evaluation, etc.).
- Manage in-market pricing in line with Competition, category/brand strategy.
- Manage Key Accounts & key Independent Customers within the market & ensure effective investment by customers.
- Regular engagement with third-party service providers – Logistics & Merchandising.
- Conduct market insight and develop RTM strategy that leverages product's differentiable strengths in underrepresented and remote markets while establishing sales partnerships
- Provide day-to-day guidance for Sales Representatives and Managers in matters of problem resolution, sales strategies, competitive analysis, and pricing.

Significant Accomplishments:

- Generated rapid sales growth by leveraging competitive intelligence/customer insight, assessed existing business operations / initiatives, and developed strategies to improve business.
- H2 YTD Achievement of 113% of Budget & 26% Growth over H2 YTD FY 2019-20 in volume & 38% Growth over last year H2 YTD in value.
- Reworked & Renegotiated Logistics cost, resulting in reduced end price in DRC market.

Varun Food & Beverages Zambia Ltd., Lusaka, Zambia as Sr Manager – Sales & Marketing

Sept' 17 to May' 21

- Managing Sales & Marketing Operations for Zambia.
- Managing the annual and quarterly budgets.
- Manage team of ADC's / Customer Executive's, with a turnover of 3.6 million cases annually.
- Planning and managing the trade marketing activities aligned with the product objectives.
- Focusing on the Weighted Distribution in Wholesale Channel to maximize the passive distribution which is the key in Africa.
- Identifying the new potential markets and opening markets for all the categories.
- Stock and Credit Control, Manpower Training, Planning, and implementing the tailor made BTL activities for various markets.
- Planning & Implementing Route Operations for Direct Coverage.
- Developing, implementing, and evaluating category plans to meet profit objectives; tracking and managing category-wise Annual Operating Plans (AOP) and Advertising & Promotion (A&P) plans.

Significant Accomplishments:

- Successfully planned and ensured execution of national marketing campaigns at regions.
- Promoted from TDM to Senior Manager Sale & Marketing.
- Re-engineering of Route Sales, to increase Route Truck efficiencies in term of volume and reducing truck operation cost & Improved Strike Rate to 75% (Goal 90%) direct positive impact on Top-Line & Bottom- line of the organization.
- Successfully achieved region visibility objectives within targeted timeline and budgets.

Bacardi India Pvt. Ltd., Goa / Bangalore, India as Area Sales Manager - Trade Marketing & On-Premises

Jul'14 – Aug'17

- Increase coverage via outlet activation through placement BIPL Portfolio.
- Planning, budgeting, and execution of various On-Premises activations and compiling of reports and pre-post analysis for the same.
- Visibility planning and menu listing in Key Accounts for BIPL range of products.
- Responsible for growth of Market Share, planning, conceptualizing & executing of various BTL activities at On Premise & Off Premise outlets across the region.
- Planning, executing & evaluating all merchandising & promotional activities in the entire region in close coordination with the respective sales team & Marketing at HO.
- Provide support to Sales Teams for running all brand promotions and tracking effectiveness of all promotions in market.
- Coordinate with Marketing Team at HO for sourcing and making materials available on time.
- Ensure premium visibility of our brands in terms of glow signs, LED displays etc in on trade & off trade outlets.
- Handle sourcing of all the promotion material, visibility units for the region.
- Assist in Supplier handling at the local branch level to ensure quality execution
- Take stock of all POS elements ensure even distribution and usage (inventory management).
- Interact with the HO Marketing Team, Vendors & Ad Agencies to provide local creative support as required.
- Managing existing vendors and developing new vendors by negotiating the best rates for visibility, gifts etc.

Significant Accomplishments:

- Planned and executed brand activities such as events, promotions, and brand-messaging training programs to establish market position and to capture share from competitors.
- Successfully launched William Lawson's Whisky in Goa (Test Market in India).
- Successfully achieved region visibility objectives within stipulated budgets & time frames.
- Tracked KPIs and pre- and post-sale metrics to monitor strategy efficacy and to revise accordingly.

Narang Danone Beverages, Mumbai as India Area Sales Manager – Retail & ON Premise.

Mar'10 – May'14

- Managed a team of 4 Sales Executives & 4 Merchandisers in Goa.
- Spearheaded the sales & distribution management activities for Red Bull, Evian, Perrier, Orangina and Lindt Chocolates.
- Achieved budgeted volumes, revenue, market share & brand visibility objectives within sanctioned ATL & BTL spent.

Bacardi Martini India Limited, Bangalore as Area Sales Executive – Trade Marketing & On Premise.

Dec'07 – Feb'10

- Successfully launched Eristoff Vodka & Bacardi Flavors in Karnataka.
- Ensured Placement & Activation in premium On Premise outlets in Bangalore.

Hindustan Coca-Cola Beverages Private Limited, Goa as Senior Sales Executive.

Jan'05 – Nov'07

Herbertsons Limited, UB Group Spirits Division, Goa as Area Sales Executive.

Mar'03 – Dec'04

Academic Details:

2003: MBA from Department of Management Studies, Goa University

2001: B.Com. from S.S Dempo College of Commerce and Economics, Goa University

Personal Details:

Date of Birth: 2nd September 1981

Languages Known: English, Hindi, Marathi, Konkani

Present Address: Plot No 29, Mutandwa Road, Roma Township, Lusaka 30007

Permanent Address: Housing Board Colony, L-65, Alto-Betim, Bardez - 403521, Goa