



SALEEM BASHA

Senior Business Manager

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Pune

SUMMARY: I am a seasoned professional with over 17 years of experience in various sectors, particularly in Safety Equipment, PPE's and Building Materials. My career is marked by a consistent record of growing national sales through innovative strategies and efficient management. I excel in leading high-performing teams, expanding distribution channels, and implementing comprehensive business plans that drive revenue growth.

KEY ACHIEVEMENTS

- ❖ **Increased Yearly Sales**
Being very effective in implemented strategies leading to progressive in yearly sales.
- ❖ **Expanded Dealer Network**
Excellence in building relations and influence channel dealer network by improving product reach.
- ❖ **Exceeded Sales Targets**
Exceeded sales targets by 30% consistently year by year. Lead high performance sales team.
- ❖ **Successful Product Launches**
Spearheaded product launches, achieving higher customer satisfaction.

EXPERIENCE

Oct 2023 – Present*
Pune

Sr. Manager – PPE Fall Protection Garware Technical Fibres Ltd

- ❖ Strengthening national sales team effectiveness to meet project charter KPIs, Meeting Budget Plan, Marketing & financial Targets.
- ❖ Leading a high-performing sales team to achieve consistent sales growth.
- ❖ Create and implement effective sales strategies to not just meet but exceed national sales targets.
- ❖ Showcasing exceptional performance in driving revenue growth.
- ❖ Building strong relationships with key customers, contractors, and channel partners.
- ❖ Showcasing financial acumen by exceeding sales targets and controlling budgets.
- ❖ Spearheading new product launches and enhancing customer satisfaction.
- ❖ Implementing consultative sales approach to secure business opportunities.
- ❖ Increase channel network by adding new dealers in the country, provided training to in-house and channel partner's sales team.
- ❖ Increased product reach by adding tender spec in transmission customer and generated Revenue business with key customers.
- ❖ Implemented innovative strategies and formats to strengthen the national sales team, resulting in improved project charter KPIs and enhanced team effectiveness.

Dec 2022 – Oct 2023
Chennai

Zonal Manager South India – Temporary Position Udyogi Plastic Pvt Ltd (3M India Ltd – Authorised Dealer)

- ❖ Direct and implement regional sales strategies to achieve sales objectives.
- ❖ Develop and implement comprehensive training modules for the sales team.
- ❖ Schedule, Organise & Conduct training sessions to enhance product knowledge, sales techniques, and customer engagement.
- ❖ Evaluate and appoint competent channel partners while maintaining strong relationships with key stakeholders. Build and nurture relationships with Key Customers, decision makers in companies, Contractors and Retailers.
- ❖ Monitor and assess sales performance of Branch Managers and Executives, ensuring sales targets are exceeded. Analyze sales trends and implement corrective actions to achieve budgetary controls.

Aug 2018 - Nov 2022
Bengaluru

Manager – Fall Protection PPE 3M India Ltd

- ❖ Demonstrated the effectiveness and involved in new product introduction and global strategic product launches.
- ❖ Lead sales operations, improved sales team effectiveness, managed sales opportunity, and enhanced sales coverage.
- ❖ Lead the product installation and service departments in terms of managing complaints and customer support.
- ❖ Conducted customer sessions, built a high-value customer base, and achieved business growth targets.

Apr 2016 – Aug 2018
Bengaluru

Associate Business Head - Karnataka & Kerala

Karam Industries

- ❖ Led a sales team of 3 executives, developed business through dealers, trade associations, key clients, and contractors.
- ❖ Handled all aspects of branch administration, including P&L management and customer service.
- ❖ Implemented marketing strategies based on market analysis, customer preferences, and competitive offerings.

Sep 2009 – Mar 2016
Bengaluru

Sales Manager **ERAI France (Consultant)**

Onduline Roofing - Sales Manager – South & East India - (Jan 2015 – Mar 2016)

Dickson Constant - Regional Sales Manager South & West India (May 2012 - Jan 2015)

Monier Roofing Components GmbH - Sr. Officer - Marketing (Sep 2009 - May 2012)

- ❖ Led a sales team of executives, developed business through dealers, Builders, Architects, key clients, and contractors.
- ❖ Implemented marketing strategies based on market analysis, customer preferences, and competitive offerings.
- ❖ Drive Sales & business development activities and managed channel sales operations.
- ❖ Presented products to customers and key influencers, and maintained relationships with retail showrooms and dealers.
- ❖ Accountable for vertical and horizontal growth of market channels, implemented revenue-enhancing plans, and managed showroom merchandise and advertising.

July 2007 – Sep 2009
Bengaluru

Sales Officer – RMD

Bennet Coleman and Co Ltd (The Times of India Group)

- Managed print media sales & circulation in Bangalore urban area
- Planned and implemented branding events.
- Developed strategies for sponsorship and bulk subscriptions.

EDUCATION

2005 - 2007

MBA (Marketing) Magnus School of Business, Bengaluru

2002 - 2005

B. Com VET College, Bengaluru

2000 - 2002

PUC (HECA) VET College, Bengaluru

ADDED CREDENTIAL

- **ISO 9001, ISO 14001 & ISO 45001 Internal Auditor (Udemy, online)**
 - ❖ Internal Auditor for quality management systems and environmental management
- **Competent Person – Fall Protection (ANSI Certified, USA)**
 - ❖ Certified as a Competent Person in Fall Protection in accordance with ANSI standards
- **LEAN Six Sigma Green Belt (3M India limited, Bengaluru)**
 - ❖ Certification in Lean Six Sigma methodologies aimed at improving business processes
- **PPE Techno Expert (Karam Industries, Noida)**
 - ❖ Expertise in personal protective equipment in the industry
- **Integrated Clinical Hypnotherapy (EKAA Foundation, Bengaluru)**
 - ❖ Training in Clinical Hypnotherapy practices – Stage 1
- **Event Management (iReboot Institution, Bengaluru)**
 - ❖ Course focusing on event planning, execution, organizing and management
- **Diploma in Commuters, MS application, Word, PPT, Excel & outlook (Info Age Edu., Bengaluru)**
 - ❖ Diploma covering basic computer skills and Microsoft applications, Excel, PPT, Word, outlook

LANGUAGE

❖ English - ★★★★★★

❖ Hindi - ★★★★★★

❖ Tamil - ★★★★★

❖ Kannada - ★★★★★★

❖ Telugu - ★★★★★★

SKILLS

- ✓ Leadership & Team Management
- ✓ Operational Management
- ✓ Strategic Planning & Execution
- ✓ Market Trend Analysis
- ✓ Business Development Planning
- ✓ Cost-Saving Initiatives Implementation
- ✓ Resource Management
- ✓ Cross-Platform Development
- ✓ Negotiation Techniques
- ✓ Sales & Marketing
- ✓ P & L & Financial Management
- ✓ Strategic Partnership Development
- ✓ Auditing, Inspection and Record management
- ✓ Cross-Functional Collaboration
- ✓ Compliance and Risk Management
- ✓ M&A Integration & ROI Optimization
- ✓ Customer-Centric Solutions
- ✓ Change Management & Transformation