

Tathagat Jain

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PROFESSIONAL EXPERIENCE:

Redrock Capital Advisors – Mar 2023– Present – Relationship Director

- Financial Advisory specializing in MSME & SME across sectors for fund raising pan India .

Ofbusiness – Aug 2021– Dec 2022 – Sr. Manager, Business Development

- Develop an end-to-end solution for Smart Financing & Working Capital Management across various industries spanning over different sectors.
- Integrate the supply chain to develop a holistic environment for buyers and sellers for various commodities across manufacturing/infrastructure/agriculture clients.
- Evaluate customer's financials for potential Mergers & Acquisitions and Strategic Takeovers.

Varun Beverages Ltd. (PepsiCo.) - Jan 2018 - Aug 2021 - Area Marketing Manager

- Suggest a sustainable strategy to grow volume & share by creating new accounts, developing existing accounts by coaching, training sales team & channel partners.
- Handle all BTL activities for PepsiCo. to enhance visibility and drive initiatives
- Suggest marketing activities across Modern Trade Channels like national modern trade, E- commerce, HORICA & the B2B segment.
- Develop effective marketing mediums to reach customers for further market penetration across various geographies for better engagement with the target audience.
- Vendor management (Identification, Finalization & Auditing) to ensure quality marketing material deployment & execution in the market.
- Lead the AOP/GTM planning & execution and in-depth analysis of sales automation.

Times of India Group (DineOut) – May 2017– Dec 2017 - Sales Manager

- Source and secure new business to ensure optimal growth for the range of products, in accordance with new business targets set.
- Develop new accounts to meet sales targets through effective sales presentations and utilization of central support services.

EDUCATIONAL QUALIFICATIONS:

- **PGDM** - Marketing & IT, FORE School of Management – 2017 (CGPA – 7.46)
- **B.Tech** - Computer Science Engineering, Jaypee University of Eng. & Tech. – 2015, (CGPA – 7.2)
- **Senior Secondary** – Hans Raj Model School (CBSE) – 2011
- **Secondary** – Hans Raj Model School (CBSE) – 2009

ACHIEVEMENTS & ACCOLADES:

- 2020: Restructured GTM: converted 28% OBS routes to ready sale to save company costs for Sales Representatives amidst COVID19 pandemic.
- 2020: NPD: Drove New Launch for 1.25 Ltr – 50 MRP (Pepsi, Mirinda, 7-up) & Tropicana PET – (Reached distribution of 35%)
- 2018: Innovation: Instrumental in driving New Launch for “Sting – Energy Drink” in the Northeast (50% volume contribution for country)

PROJECTS UNDERTAKEN:

- Live Project: Mondelez India Food Pvt. Ltd. (Cadbury India) – Institutional Sales Intern. Prospecting Corporate Clients
- Internship (MBA): Valvoline Cummins Pvt. Ltd. – “Assessing buying behaviour for premium (synthetic) oils in MCO.”
- International Immersion Program: NTU, Singapore
- Live Project: Styledotme (start-up fashion app) – Sales and Marketing Intern – Business Development, Customer Engagement & Market Penetration.

POSITION OF RESPONSIBILITIES:

- Member, Corporate Relations (Placement Cell) - FORE School of Management
- Jt. Secretary (Literary Wing) - JUET Youth Club
- Jt. Secretary (Publications) - Computer Society of India (CSI)
- Chief Editor - "Vartika" (Annual College Magazine)
- Chief Incharge - "Veritas" (The Theatre Club)
- PAC Jt. Secretary - Principal Advisory Committee (Prefectorial Board)

CORE COMPETENCIES:

Trade Marketing – BTL, Brand Management, Channel Partner / Distributor Management, Vendor / Material Management, Pricing / Scheming / Budgeting, Portfolio Management / Product Launch, Digital Marketing - SEO, SEM, SMM, Competition Tracking / Market Intelligence, Soft Skills - Communication & Presentation, Business Analytics & Networking, Business Development, Annual Operating Plan / GTM Strategy