



TUSHAR ADE

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SKILLS

- Handling channel sales
- Profit and revenue-generating strategies
- Sales territory growth
- Energetic Sales and market development
- Communication
- Customer Relationship Management
- Product Knowledge
- Team Handling
- Strategic Planning
- Presentation Skills
- Active Listener
- Territory Management
- Sales Tracking
- Market and competitive analysis

LANGUAGES

- English
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- Hindi
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- Marathi
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SUMMARY

As a dynamic and results-driven marketing and sales professional, I am eager to leverage my extensive experience in driving revenue growth and brand visibility as your Chief Marketing Officer or in any senior sales role. My proven track record in strategic planning, team leadership, and market analysis positions me to contribute effectively to your team. I am passionate about creating innovative marketing strategies and fostering strong client relationships to achieve exceptional results.

EXPERIENCE

Cheif Marketing Officer, ZyvaMed Healthcare Private Limited, Nanded

Jun 2026 – Current

- Developed comprehensive marketing strategies aligned with healthcare industry trends.
- Conducted market surveys to inform and implement innovative marketing campaigns that address customer needs
- Achieve sales volume, revenue and profitability targets.
- Retained existing customers while developing new business opportunities to increase market presence
- Scheduled appointments with new distributors to expand market reach.
- Plan and implement advertising and promotional schemes.
- Built strong relationships with doctors, medical staff, hospitals, and distributors to enhance collaboration and support
- Conduct regular market visits to the hospital, doctors, and medical staff.
- Introduce a new product in the market and monitor credit recovery.
- Monitor sales team performance in assigned territories.
- Compiled marketing reports based on market research data.

Sr. Area Sales Manager, Orient Cement Ltd, Hingoli

Apr 2016 – May 2024

Dealer Appointment. Handling Trade market in assigned territory Handling dealers' and retailers' network. Preparing sales plan to execute sales team goals every week. Visit Contractors, Builders, Dealers, And Retailers network. Handled one depot operation in my territory. To design action plans to Achieve sales targets. Booking orders & preparation scheduled for the logistics department. Responsible for Branding and visibility of orient cement in assigned territory. Ensure Availability of stock on Distribution. Inventory Management.

Senior Sales Officer, Dalmia Cement Ltd, Sangli

Apr 2015 – Mar 2016

Launching of Dalmia Cement in Sangli District. Dealer & Retailer Appointment. Ensure Availability of stock on Distribution. Handling Trade market in assigned territory Handling dealers' and retailers' networks. Preparing sales plan to execute sales team goals every week. Visit Contractors, Builders, Dealers, And Retailers network. Handled one depot operation in my territory. To design action plans to Achieve sales targets. Booking orders & preparation scheduled for the logistics department. Responsible for Branding and visibility of orient cement in assigned territory. Inventory Management.

Sales Officer, The India Cements Ltd., Sangli

Oct 2013 – Mar 2015

Dealer Appointment. Ensure Availability of stock on Distribution. Motivation to Dealers and Sales Persons. Brand Awareness, Product Advertisement, Rake Handling. Sales/Marketing Developing marketing strategies to build consumer preference and drive volumes. Conducting marketing surveys & ensuring adherence to planned expenses, providing direction to execute promotions/launches to increase the sales of the company. Channel Management Setting up dedicated dealer/ distributor network for effectively accomplishing revenue Estimates, evaluating performance & monitoring their sales and marketing activities. Sales Promotions Designing & implementing marketing activities for enhancing brand awareness & visibility. Inventory Management Efficiently managing the inventory levels, for ensuring ready availability of stock to meet Production and dispatch targets. Ensuring cost effective logistic operations & seamless movement of distributors to ascertain Sufficient inventory levels at each sale outlet/ distribution channel.

District Marketing Officer, J K Cement Ltd, Beed

Feb 2012 – Sep 2013

Launching of J K Cement in Sangli District. Dealer & Retailer Appointment. Ensure Availability of stock on Distribution. Handling Trade market in assigned territory Handling dealers' and retailers' networks. Preparing sales plan to execute sales team goals every week. Visit Contractors, Builders, Dealers, And Retailers network. Handled one depot operation in my territory. To design action plans to Achieve sales targets. Booking orders & preparation scheduled for the logistics department. Responsible for Branding and visibility of orient cement in assigned territory. Inventory Management.

Senior Area Sales Executive, Green Ply Industries Ltd, Pune

Jun 2009 – Feb 2012

Meeting builders Architect & Interior decorators, Identifying the New project & converting them, Meeting and Exceeding sales and market share targets, Channel management, dealer & distributor network, Maintaining existing dealers and appointing new dealership, Planning and implementation of new schemes relating to dealers, General administration of distributor stocks (Inflow & Out flow), Implement effective sales promotional activities and campaigns, Create a good relationship with distributors, dealers, Achieving the product target, Analysing updating marketing trends and competitors activities, Manage stock at the distributor level, Planning, execution and achievement of all promotional and marketing activities, Timeliness of distributor claim settlements, Bringing awareness of product to contractors & carpenters by arranging the meets regular basis.

Territory Sales Incharge, Pidilite Ind. Ltd., Pune

Jun 2007 – May 2009

Meeting and Exceeding sales and market share targets. Channel management Dealer & distributor network, Maintaining existing dealers and appointing new dealerships. Planning and implementing new schemes relating to dealers and general Administration of distributor stocks (Inflow & Outflow). Implementing effective sales promotional activities and campaigns. Creating a good relationship with distributors and dealers. Achieving the product wise target Analysing updating marketing trends and competitors' activities. Manage stock at the distributor level. Planning, execution and achievement of all promotional and marketing activities. Timeliness of distributor claim settlement. Bringing awareness of product to contractors & carpenters by conduction Meetings.

EDUCATION**MBA, Marketing, Neville Wadia of Management & Research, Pune**

2005 – 2007

DBM, Marketing, Peoples College, Nanded, MH

2003 – 2005

BCom, Accounting, D B College, Bhokar

2000 – 2003

HOBBIES AND INTERESTS

- Travelling
- Listening to music
- Playing Cricket