

SHIRISH KUMAR PATHAK

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Middle level positions in Trade Marketing, Business Development, Strategy Planning, Channel Management, and Team Management with leading organisations

SYNOPSIS

- ❖ A successful Marketing & Sales personal with 16 **years'** experience in Trade Marketing, Sales Business Development, Channel Management and New Market Development with well known organisations.
- ❖ **Currently with Mankind Consumer Product Pvt Ltd as a Sr Manager –Trade Marketing & Consumer activation.**
- ❖ Handled Successfully at PAN India Level.
- ❖ An enterprising leader with strong analytical, problem solving & organisational abilities.

CAREER HIGHLIGHT

Since 16th Dec'24 with Mankind Consumer Product Pvt limited as Sr. Manager – Trade Marketing & Consumer activation).

- Create and implement annual and quarterly trade marketing strategies and promotional plans tailored to different channels, such as general trade, Wholesale & Stockiest.
- Work closely with sales teams, Brand team, supply chain team and external vendors to align trade marketing initiatives with sales objectives.
- Design, manage, and execute various trade/consumer activation program and campaigns to enhance brand visibility and product positioning at retail points.
- Oversee and manage the trade marketing budget, ensuring efficient use of resources for promotions and activations.
- Monitor and report on the performance of trade campaigns, using data and insights to evaluate results and drive continuous improvement.
- Conceptualize and design merchandise and point-of-sale materials (POSM) for various trade marketing activations.
- Ensure timely distribution of marketing materials, samples, and promotional collaterals to channel partners and retail outlets.
- Monthly & Quarterly forecasting of saleable & sample stocks & POSM for GT in liaison with Sales & Supply Chain.

**▪ From June 2017 to Dec'24 with Dharampal Premchand Limited (DS Group).
▪ Sr. Manager - Trade Marketing - (FMCG Business)**

- Responsible for Planning, designing, and appraising the trade scheme/consumer scheme run on different categories in different trade channel for FMCG business.
- Designing and implementation of trade marketing activation calendar for the year (activations/ visibility/ promotions) to increase numeric and weighted distribution.
- Liaise with sales team to execute trade marketing initiatives in line with plan for the channel, brand and region.
- Tracking of competitor activity in terms of pricing, thrust area and strategy
- Planning and managing all BTL spends across brands and regions for FMCG business.
- Review and assess effectiveness of schemes/ promotions/ other activities
- Collaborates with marketing intelligence resource to read and report results of activities and to provide recommendations and forecasts.
- Ensures efficient spending of central budget and supervises the trade marketing spending in the subsidiaries.

- Planning and execution of RTM Strategy for FMCG business at PAN India Level.

**March 2015 to May 2017 with Mother Dairy fruit & Vegetable Pvt Ltd
Asst. Manager - Trade Marketing - (Pan India)**

Key Deliverables:

- Responsible for Planning, designing, and appraising the trade scheme/consumer scheme run on different categories in different trade channel.
- Collaborates with the Marketing head and Sales Head for the ideation, planning & budgeting, production and implementation of all in store activities, including point of sales materials, BTL & trade incentive.
- Manages the point of sales material (including budget, logistics, distribution, assortment...) by finding the most efficient solutions.
- Support Sales Team for Achieving regional Activation Target and increase distribution width.
- Formulate and control budgets, both for BTL & trade incentive
- Create brand presence in the market through retail visibility & merchandising. Interface with Marketing for developing new branding & POS solutions.

**May'2012 to Feb 2015 with Cavinkare Pvt Ltd
Senior Trade Marketing Officer - (North & West Region)**

Key Deliverables:

- Assisting Brand teams to execute consumer & Trade Promotion, Planning of Sampling consumer activation calendar.
- Developing the Promo offer, POP material for Marketing visibility, Tracking the execution of the POPs and monitoring the sales during the promotion.
- Handling the Vendors for developing promotional tools.
- Negotiate the cost with Vendors and work within target ROI.
- Coordinate with Vendors and Sales team to execute a centralized Trade Promotion Team in implementing the Trade Promotion Plan.
- Assist the regional sales and trade Marketing team in implementing regional events.
- Managing new product launch activities.
- Responsible for Planning, designing, and appraising the trade scheme run on different categories in different trade channel.

Nov'2011 to May'2012 with Diageo India Pvt Ltd. Territory Sales Manager. (Mumbai, Raigadh)

Since Aug'2009- Oct'2011 with ITC Ltd as Area Executive (Mumbai)

Sep'2007-July'2009 with Parle Agro Pvt Ltd as a Sales Officer (Mumbai)

Major Achievements:

- Successfully completed Project Neev with the help of PWC: (Now it is implementing in entire India in ITC Ltd. For its FMCG Business)
- Initiated the Trade Loyalty Program for Retail Partner with impactful visibility in West region (Now It is implementing in whole country for Personal care business)

EDUCATION

Master of Business Administration (M.B.A.)	University of Pune	2007
Bachelor of Commerce (B. Com)	VBS Purvanchal University, Jaunpur	2004

PERSONAL DOSSIER

Date of Birth	:	20th July, 1984
Marital Status	:	Married
Address	:	Q 1502, IITL Nymbus Hyde Park, Sector 78, Noida, 201301.

Languages Known : English, Hindi, and Marathi.