SATYARTH TIWARI- Senior Management Professional



Expertise in business development with hands-on experience in driving **Sales & Marketing and Business Development functions**; poised for leadership assignments with an organization of high repute

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PROFILE SUMMARY

- **Business Leader** with **nearly 21 years** of distinguished career in managing entire gamut of **Sales & Marketing, Business Development, Product Management, Channel Management, Key Account Management and Team Management across Telecom, FMCG, Financial Services, and Insurance industries.**
- Credited for consistently growing company and improving customer engagement with the product through focused **global market research, marketing mix and business intelligence skills.**
- Consistently delivered multiple digit growth of **Revenue, Market Share YOY with end-to-end P&L and ROI Management**
- Excellence in devising **brand building & positioning strategy**, developing brand identity, rolling out **innovative campaigns** across traditional & online marketing
- Delivered **strategic inputs** for launching new products & services and worked closely with team for right pricing, product and ensured efficient marketing strategy was implemented
- Performance-driven professional with experience of **augmenting business, penetrating new markets** and introducing new products in diversified sectors for business excellence
- Pivotal in **establishing large volume, high profit accounts** with excellent levels of retention and loyalty; nurtured & **deepened relations with key corporate decision makers** at the top level
- Skilled in administering the overall Sales functions entailing **monitoring of Inventory, managing Channel Partners, Working Capital Management, C&F Management**
- **Delivery Anchor** with career success in delivering solutions that remedy core business issues and position the organization to reach the next level of profitability
- Highly skilled in delivering outstanding business growth outcomes in **highly-competitive markets of the region** by devising company's **global strategy**, hiring & delegating authority to implement new policies and practices
- **Change Agent** with proven capabilities in engaging with **clients, stakeholders & top management** for evolving strategic vision, driving change, building product/ services roadmap

CORE COMPETENCIES

Strategic Sales Planning & Leadership	Business Expansion	P&L / Revenue Growth
Key Account Management	Go-To-Market Strategies	Customer Retention/ Churn Manageme
Product Launch/ Marketing Campaigns	Stakeholder Management	Team Building, Training & Management

SOFT SKILLS

- Collaborator
- Communicator
- Planner
- Innovator
- Intuitive

EDUCATION

- **MBA in Marketing** from IIPM, New Delhi in 2004
- **B.Com.** from Lucknow University, Lucknow in 2002

WORK EXPERIENCE

Dec'25-Till Date: Ultima Search, Mumbai as National Sales Manager

Key Result Areas:

- Own complete **P&L** responsibility for the Home Pesticides business, define and execute annual operating plan and balance growth with profitability.
- Drive topline growth across General trade, Modern trade and emerging channels. Identify and scale high growth geographies and strengthen market leadership in core categories and SKUs.

- Build a robust, scalable distribution network aligned to FMCG best practices. Also strengthen distributor economics and long-term partnership.
- Own brand strategy in collaboration with marketing. Drive high ROI-BTL activities and ensure strong on-ground execution translating into visible sales uplift.
- Drive product portfolio rationalization to improve margins. Lead new product launches from GTM readiness to scale up.
- Build and lead high performance leadership team and set clear accountability, performance culture and execution discipline. Develop succession planning and leadership pipeline.
- Identifying opportunities for new products, & services to increase share of wallet and revenue base in the region.
- Performing monthly sales forecasting & competitive analysis to determine accurate performance levels & need for growth into current and additional product categories.
- Developing processes to create an effective sales organization; proactively identifying changes in market demand and modifying strategies for expansion of market share & achievement of revenue targets.

PREVIOUS EXPERIENCE

Oct'24-Nov'25: Reliance Jio Infocom Ltd., Pune, Maharashtra as Jio Center Manager

Jan'21-Oct'24: Cavitek Solutions India Pvt. Ltd., Lucknow, Uttar Pradesh as Regional Sales Manager

May'19-Dec'20: Saregama India Ltd., Lucknow, Uttar Pradesh as Zonal Sales Manager

Aug'08-May'19: Vodafone Idea Ltd., Kolhapur, Maharashtra as Area Sales Manager

Jul'07-Aug'08: CITI Financial Consumer Finance Ltd., Dehradun as Assistant Manager-Personal Loans

Aug'05-Jul'07: Hutchinson Essar, Gorakhpur as Executive- Retail (Postpaid)

Apr'04-Jul'05: ICICI Prudential Life Insurance Co. Ltd., Lucknow as Bancassurance Officer

PERSONAL DETAILS

Date of Birth: 6th July 1981
Languages Known: English & Hindi
Address: 401, Western Woods, Panch Bawda, Malad East, Mumbai-400097