

# GAURAV RATHOUR

Program Manager  
(FMCG)

## Contact

### Address

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## Skills

Business Development and  
Planning



Strategic Account  
Development



Brand Management &  
Category Growth



Order Management & Sales  
Reporting



Data Analytics



Program Manager (FMCG) Experienced Program Manager skilled in managing sales & marketing operations and projects related to supplies and logistics. Advanced understanding of organizational strategies, account management, procurement and contracting. Expertise in logistical Data analysis, including data validation during supply chain performance, development and standardization. Thorough understanding of inventory management, procurement and acquisition regulations.

## Work History

2019-05 -

### Program Manager

2020-09

LEAP India Private Limited, Gurgaon

- Spearheaded pilot Sales, Marketing & account management by implementing effective S&OP processes while improving supply chain processes.
- Managed end to end operations of supply chain by distributing assets in north & east regions from LEAP Fulfillment centers/Warehouses.
- Autonomously drive marketing campaigns, Building & driving traffic to high quality content.
- Increased asset sales by through effective planning, data analysis by closely monitoring regional/local markets.
- Prepared and tracked metrics critical for Sales & New Business development by ensuring customer satisfaction.
- Make and meet commitments on Project delivery for new product development and value engineering initiatives by understanding the market requirements.
- Timely monitoring & collection of billing to ensure zero outstanding.
- Delivered high level of service to major Ecommerce, Retail, Food & Beverages, FMCG, White goods & 3PL clients to both maintain and extend relationship for future business opportunities.
- Working with internal & external stakeholders to ensure the on-time delivery by maintaining quality standards of the product.

## Data Management



Very Good

## Supply Chain Management



Excellent

## Supply chain distribution



Excellent

## Languages

### English



Excellent

### Hindi



Excellent

## Software

### SQL



Very Good

### R



Good

### Advance Excel



Very Good

### SAP



Good

### SFA & CRM Tools



Very Good

- Implemented returnable pallets to Pepsico fritolay division by understanding the customer needs and recommended sustainable solution that optimized supply chain operations and reduce operational costs by 35- 40%.
- Replaced cartons with reusable/returnable utility boxes for AMAZON Pantry segment with planning team and implemented tracking & management of assets using RFID and tool in Delhi (DEL3) FC, which later increased pool size by 100% & implemented on PAN India later.
- Implemented customized large returnable pallets in warehousing for majorly Home furnishing goods & Consumer electronic goods in Instakart FC's of north & east region.

2017-04 -

2019-05

## Regional Sales Manager

Accumen India Private Limited, New Delhi

- Drive Business Development via Partnerships by managing Key account & new customers in flexible packaging.
- Acquisitions of new customers (distributors, EPC's and project developers).
- Lead partner negotiations and define engagement model to build scalable partnerships.
- Develop metrics & dashboards to track Sales Programs by ensuring that all queries of clients are attended & closed promptly in line with the defined target of the year.
- Packaging Design & Development related all activities (AutoCAD) by providing appropriate solution as per requirement of customer.
- Targeted prospects in other territories through careful research of competitor products, services and trends.
- Managed sales force of 7 people for 12 crore annual revenue-producing organization.

2015-07 -

2017-04

## Sales Engineer

HGS Machines Private Limited, New Delhi

- Develop metrics & dashboards to track Sales Programs by ensuring queries of clients are attended

& closed promptly in line with the defined target of the year via cold calling & online research.

- Prepared cost estimates and bid documents by studying customer RFPs and consulting with project managers.
- Submitted monthly reports, including booking forecasts, monthly highlights and CRM entries.
- Gained customer acceptance by demonstrating cost reductions and operations improvements.
- Owns the scoping, project management, and implementation of sales programs, process changes, and tools.
- Pre-measures taken to ensure zero downtime by continual trouble shooting if there is any issue to avoid the quality loss, downtime and production loss.

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## Education

2015-08	<b>Post Graduation Diploma (Packaging)</b> <i>Indian Institute of Packaging – New Delhi</i>
2012-08	<b>B.TECH (Electronics And Communication)</b> <i>Priyadarshini college of computer sciences – GREATER NOIDA</i>
2007-07	<b>DAV PUBLIC SCHOOL, GHAZIABAD (CLASS-XII)</b>
2005-07	<b>DAV PUBLIC SCHOOL, GHAZIABAD (CLASS-X)</b>

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## Certifications

2020-12	<b><u>Lean Six Sigma Green Belt Certification -</u></b> <u>Management and Strategy Institute</u>
2020-12	<b><u>Project Management Essentials Certification -</u></b> <u>Management and Strategy Institute</u>
2021-03	<b><u>FMCG / CPG Brand Management academy -</u></b> <u>Marketing fundamentals</u>