



Hemant Parashar

9 Years 11 Months Overall Experience

I bring 9+ years of leadership experience across Retail, FMCG, and Consumer Goods with D-Mart, HUL, and Berger Paints, managing INR 18B+ portfolios. Skilled in sales & distribution, logistics, product & brand management, category management, and supply chain optimization, I have driven growth through business expansion and digital transformation. I'm also passionate about applying emerging technologies like GenAI, IoT, and predictive analytics to accelerate business innovation and growth

Industry

FMCD

FMCG

Retail

Functional Areas

Digital Transformation Strategy

Go-to-Market Strategy

Sales & Business Development

Supply Chain & Operations

Product & Category Management

Consulting & Stakeholder Management

Education

IIM Indore

MBA

2025-26

CSJM University

Bachelor Of Science (Physics, Chemistry, Math)

2011-14

Certification

CSPO

Certified in Agile Scrum practices with expertise in product visioning, stakeholder collaboration, and backlog prioritization to deliver high-impact solutions.

2025

Lean Six Sigma Green & Black Belt

Skilled in applying DMAIC and Lean tools to identify inefficiencies, eliminate waste, and drive data-driven process improvements across operations.

2025

Generative AI: Introduction and Applications

mastering foundational GenAI concepts, prompt engineering, and real-world applications across text, image, code, audio, and video.

2025

SAP Certification

SAP Technology Consultant Certified (Coursera) – functional focus on business process design requirement analysis, system configuration, and S/4HANA implementation.

2025

Accomplishment

Best Assortment Growth Award

Achieved highest assortment expansion in the UP, MP, CG, RJ region

Best Performance in Digital Order App Adoption.

Awarded for best-in-class retailer digital order app adoption within UP, MP, CG, RJ.

Consistent 3 Year for Best Growth award.

Ranked 1 in sales growth among UP, MP, CG, and RJ.

Education

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MBA

2025-26

Experience



D - Mart

1 Year 3 Month

Regional Category Manager

Jan' 24 - Apr' 25

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Hindustan Unilever Ltd

6 Years 6 Months

Executive – Key Accounts

Jul' 17 - Jan' 24

Delivered **double-digit growth** in high-priority markets by scaling **rural GTM**, boosting **distributor ROI**, and leading **AI-driven supply chain and B2B tech adoption** across 500K+ retail partners.



Berger Paints

2 Years 2 Month

Sales Officer – Decorative Division

May' 15 - Jun' 17

turned around a declining market with **15%+ growth**, launched key products, and drove INR 5 Cr+ revenue via **channel expansion, colour bank deployment, and contractor engagement programs** in Tier 2/3 cities.