

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.

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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.