



## Sufian Ahmad

16 Years 4 Months Overall  
Experience

Passionate business leader with an entrepreneurial mindset, having sixteen years of experience in B2B sales of consumer goods; skilled at P&L ownership, developing effective business strategy, improving operational efficiency, stakeholder management, and coaching successful teams.

### Industry

FMCG/Retail

### Functional Areas

Business Development

Sales & Marketing

### Education

**JSS Academy of Technical Education, Uttar Pradesh Technical University**

Mechanical Engg

### Certification

**'CII-SCMPro' - Supply Chain Management by CII**

2022

### Accomplishment

**Associated with Blooming Flowers School Society, which aims to impart quality education to children of low income group families.**

### Education

**JSS Academy of Technical Education, Uttar Pradesh Technical University**

Mechanical Engg

### Experience



**EMP Sales (HOD-Offline Channel), Casio India Co, Pvt. Ltd**

3 years 9 months

Manager

July'18 - Mar'22

- Strategized and developed effective business plans, in line with the organization's vision, to increase revenue. Handled a business of INR 700 million and consistently delivered YOY growth in top-line numbers.
- Regularly monitored customer buying trends, market conditions, and competitor activities to adjust strategies and achieve desired goals.
- Led a diverse team in managing 39 distributors and 3000+ retailers, pan India. Enabled the team to take focused steps for increasing revenue.
- Developed constructive relationships with key stakeholders - distributors, dealers & industry influencers to foster mutually profitable promotional initiatives to enhance the brand's image and increase product reach.
- Improved sales operational processes to increase manpower efficiency and achieve operational excellence.
- Contributed as a member of the cross-functional team responsible for Digital Transformation of the sales process by implementation of SFA (Sales for Automation) & DMS (Distributor Management Solution).
- Established key performance goals for team members and provided regular feedback on initiatives for reaching those milestones.



**Play Planet India Pvt Ltd (Formerly Toy Triangle India Pvt Ltd)**

8 years 6 months

Business Head

Jan'10 – Jun'18

- Successfully ran the business with P&L ownership and delivered consistent YOY growth in top-line & bottom-line numbers.
- Strategized and established clear and competitive goals, growth roadmaps, and business plans. Devised quality systems to monitor progress and took corrective actions, wherever required, with the aim to achieve the plans.
- Implemented organizational structure change and managed a team of 45 multi-functional employees. Oversaw hiring, training, and professional growth of employees.
- Formulated and implemented SOPs and controlled costs by properly structuring budgets for manpower, capital assets, operations, inventory purchasing, marketing, and technology upgrades to achieve operational efficiency.
- Negotiated best prices with various product suppliers and vendors to achieve the required product pricing and coordinated with multiple supply partners to develop a healthy product pipeline and maintain optimum inventory levels.
- Liaisoned with various International IP owners and successfully launched merchandise for multiple global brands such as Angry Birds, Hello Kitty, FIFA, Real Madrid, Barbie.
- Collaborated with multiple kids TV Networks for various marketing initiatives for product promotion.



### **NewBoy Toys (I) Pvt. Ltd.**

3 years 2 months

Executive

Nov'06 – Dec'09

- Implemented organizational strategies in managing the sales for five modern retail partners in lifestyle & mass market formats. Delivered 15%+ YOY growth in consecutive years and initiated business with three more accounts.
- Played a key role in the successful launch of toys for one of India's biggest boy's franchises in 190+ retail stores in 2008.



### **Evolve Brands (Suzuki Motorcycle India Pvt Ltd.)**

11 months

Executive

July'05 – May'06

- As part of the dealer development team, was responsible for the launch of Suzuki Motorcycle dealerships in Haryana & Rest of Maharashtra. Promoted to field sales from dealer development in seven months.