

VIKRAM SINGH

REGIONAL SALES MANAGER

PROFILE

Sales leader with 10 years in FMCG and B2B distribution across North India. I build teams that hit their numbers, open new territories and keep partners loyal.

EXPERIENCE

Regional Sales Manager 2020 — Present

Saffronleaf Foods, Jaipur

- Lead a team of 28 across Rajasthan and Haryana; ₹95 crore annual target.
- Grew the region 22% year on year for three straight years.
- Added 1,800 new retail outlets through a rural distributor programme.

Area Sales Manager 2016 — 2020

Pinecrest Retail, Jaipur

- Managed 9 distributors and 3,000 outlets across five districts.
- Launched a modern-trade channel that reached ₹12 crore in two years.

Sales Officer 2014 — 2016

Saffronleaf Foods, Udaipur

- Opened 400 outlets in a new territory within the first year.

EDUCATION

MBA, Sales & Marketing 2012 — 2014

Sunrise Institute of Management

B.Sc. 2009 — 2012

Ganga Valley University

SKILLS

Territory planning
Distributor management
Key accounts
Team coaching
Trade marketing
Negotiation

TOOLS

Salesforce
SAP SD
Excel
Power BI

LANGUAGES

Hindi
English
Rajasthani

AWARDS

- Top Region Award, 2022 and 2023