

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

2020 – Present • Jaipur	Regional Sales Manager Saffronleaf Foods - 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.
2016 – 2020 • Jaipur	Area Sales Manager Pinecrest Retail - Managed 9 distributors and 3,000 outlets across five districts. - Launched a modern-trade channel that reached ₹12 crore in two years.
2014 – 2016 • Udaipur	Sales Officer Saffronleaf Foods Opened 400 outlets in a new territory within the first year.

EDUCATION

MBA, Sales & Marketing Sunrise Institute of Management	2012 – 2014
B.Sc. Ganga Valley University	2009 – 2012

CONTACT

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SKILLS

Territory planning
Distributor management
Key accounts
Team coaching
Trade marketing
Negotiation

TOOLS

Salesforce
SAP SD
Excel
Power BI

LANGUAGES

Hindi
English
Rajasthani

CERTIFICATIONS

- Strategic Sales Management

AWARDS

- Top Region Award, 2022 and 2023

INTERESTS

Polo fan
Desert cycling
Folk music