



Vighnesh Joshi

Area Executive

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I am a passionate business development executive working in the FMCG industry. For the past year and a half I have worked in multiple verticals, came across challenges and thus have gained rich experience. I always looking forward to learning and growing.

Experience

Area Executive

Dec 2022 till date

- Managing foods business across designated territory.
- Responsible for Primary and Secondary Sales, product display and availability in the market.
- Route planning, DB claims and ensuring timely delivery and payment, coverage expansion and brand awareness.
- Managing loyalty outlets and ensuring productivity across geography.
- Responsible for training and enhancing capabilities of sales team, to drive product development for organization and ensuring profitable business for organization as well as the distribution team.
- D&D Management, Trade activities, competition analysis,

Sales Trainee

Dec 2021 to Dec 2022

- Training to understand how different channels work in synergy for effective sales and distribution.
- Infra management, shipment handling, delivery order processing and managing new product launches.
- Driving key agendas of organization.
- Working in merchandising for Convenience Channel and driving sales of focus brands through visibility initiatives.
- Training and developing sales team, mentoring potential team members, conducting weekly review meetings with the team on progress and way forward.

Education

June 2019 - July 2021

- PGPM (MBA), ICFAI Business School, Mumbai.

June 2015 - July 2018

- Bachelors in Science. (Major in Computer Science).

Skills

- Data Analysis
- Team management.
- Distributor Management
- Effective budget control
- Sales and Distribution
- Trade Marketing