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# ABOUTME

A strategic and result driven marketing professional with total work experience of 19 year’s apx. into sales & marketing of various value added Soy products into Indian, Regional and Global market, accomplished in driving marketing eﬀorts with an accountability of designing and driving the creation of business models that generate a Competitive Edge and Accelerate Growth for businesses in dynamic and challenging environments. Instinctive People Engagement skills in building & fostering business relationships with leading biz professionals and the corporate coupled with the ability to coordinate across all levels of management/business units. Highly Skilledin P&L management, Conceptualizing online marketing, driving product launches, Negotiation skills, Business Planning, Strategic Planning, Business Development, Marketing Strategy and developing talent. I’m also a transformational business leader with a strong trackrecord of leading teams in times of change. My approach and expertise has seen me excel in each of myroles, adding demonstrable value. I believe my beneﬁt to business is not just as a functional leader but alsoas someone who can lead teams, foster an innovative environment and create sustainable change in bothculture and performance, in line withthecorevalues ofbusiness ethicsandintegrity. My future roles would ideally utilize not just my expertise, but also my proven leadership skills and ability to drive change andbusinesstransformation.

# WORKEXPERIENCE

## General Manager Marketing

***Kn Group -*** [05/02/2022 – Continuing…….]

**Address** : Indore, 452010 (India) - [www.kngroup.in](http://www.kngroup.in)

**City : Indore**, **Country :** India

**Name of unit or department :** Marketing (Domestic & International)

**Business or sector :** Manufacturing (Soya Processing)

## Asst. General MarketingManager

***Deesan Agro-Tech Pvt. Ltd. - 2 ½ years apx.*** [14/10/2019 – 31-01-2022]

**Address** : Dhule, 424001 Dhule (India) - [www.deesan.com](http://www.deesan.com/)

**City :** Dhule, **Country :** India

**Name of unit or department :** Marketing (Domestic & International)

**Businessorsector :** Manufacturing (Soya Processing)

Mainly responsible for domestic and International biz of various value added Soya products namely Defatted Soybean Meal (Toasted & Untoasted), Defatted Soybean Flour (Toasted & Untoasted), Full Fat Soya Flour, Soya Lecithin (Food & Feed Grade), Soya Chunks etc. to various food, feed stuff (Aqua, Poultry, Piglet, Cattle etc.), Confectionery, Baking and Pharmaceutical industry., the products of Deesan are being exported to more than 45 countries apx.

**SalesandMarketingManager**

***VippyIndustriesLtd***[28/10/2002–12/10/2019]

**Address** : Dewas-455001 (India) -[www.vippysoya.com](http://www.vippysoya.com/)

**City :** Dewas, **Country :** India

**Name of unit or department :** Marketing (Domestic&International)

**Business or sector :** Manufacturing (Soya Processing)

Mainly responsible for domestic biz (India & Nepal) of various Soya products, consumed by various industries like Food Processing, Meat Processing, Pharmaceuticals, Nutraceuticals, Healthcare, Cosmetics, Poultry Feed, Aqua Feed, Animal Feed & Paints industries.These products are being exported to more than 51 countries across the globe including Europe & USA, apart from the domestic market.

Job Proﬁle:

* Key Functional Areas : Marketing & Sales (Domestic and International) of Value Added Soya products namely SoyaGrits, SoyaTVP (Nugget’s, Mince, Mutter), Soya Lecithin Trading (purchase from Solvent plants based all across India and domestic sales), Soya Flour, Soya Husk etc. all across India and Nepal. Preparation and analysis of sales by generating MIS report and keeping track on payments.
* Managing SalesTeam & Overall Sales Operation, Coordinating with Management, Production, R&D, QC, Finance, Purchase, and Logistics. Reporting directly to MD.
* Sales promotion, development of new market and customer for value added Soya products - givingpresentation to customers, ﬁnalizing terms and conditions, delivery schedule, negotiating prices and payment terms etc.
* Production planning for effective and timely production and delivery of material to customers. Coordinating with all concerned (QA,QC,Production Team) for meeting quality parameters as per customer’s requirement.
* Arrangement of logistics for lifting of Soya Lecithin purchase and dispatch sales.
* Having sound knowledge, fundamental technical skills, expertise in making powerful alliance & techniques for handling tough customers like Government Tenders & formulating promotional Schemes.
* Major Business Partners dealt with are Britannia Industires Ltd.-Banglore, IBPCo.Ltd.-Kolkatta, Cremica Agro-Ludhiana, Amul-Anand, LupinLtd-Mumbai, RPG Life Sciences-Mumbai, Raptakos, Ranbaxy-Chandigarh, C.P. Aquaculture - Chennai, Grobest Feeds Corp. - Chennai, The Watebase Ltd .- Chennai, Christy Friedgram Industry Ltd. - Tiruchengode, Karnataka State Agro Corn products Ltd. - Bangalore, Sakthi Sugars Ltd.-Coimbatore, The Gujarat State Supply Corp.- Gandhinagar etc.

**EDUCATION AND TRAINING**

**EDUCATIONANDTRAINING**

**MastersofInternationalBusiness**

***Devi Ahilya Vishwavidhyalaya*** [01/04/2000–31/03/2002]

**Address :** Indore, 452001 Indore (India) [www.dauniv.ac.in](http://www.dauniv.ac.in)

**Field(s)ofstudy :** Business administration and law : *Marketing and advertising Management and administration Accounting and taxation Secretarial and work*

**Final grade :** GGPA6.62– **Level in EQF :** EQFlevel7

**National classiﬁcation :** Master's Degree– **Type of credits :** ECTS–**Numberofcredits:**180

**Thesis:** International Business - Fundamentals of Management | Managerial Economics |Quantitative Techniques & Statistical Methods Marketing Management | International Economics & Business Environment Exim Policy & Procedure |Computer Application | Human Resource Management & Organizational Behaviour | International Marketing |Research and Consumer Behaviour | \\\Data Base Management System | New World Order Studies| International Financial Management | Select Market & Thrust Product Management | Information SystemImport ManagementDocumentation | ComparativeInternationalManagement | IntroductiontoUnix&C | International Business Law | Overseas Project Management | Corporate Planning and Strategic Management .

## Post Graduate Diploma In Management

***IGNOU*** [01/04/2006–31/03/2007]

**Address :** Delhi(India) <http://ignou.ac.in/>

**Field(s) of study :** Business administration and law : *Management and administration, Marketing and advertising Business.*

**Final grade :** 55.40% – **Level in EQF :** EQF level 7

**National classiﬁcation :**Post Graduate Diploma – **Type of credits :** ECTS – **Number of credits :** 180

## Bachelors of Commerce

***Vikram University*** [01/04/1997–31/03/2000]

**Address :** University Campus, 456001 Ujjain (India) [www.vikramuniv.ac.in/](http://www.vikramuniv.ac.in/)

**Field(s) of study :** Business, administration and law : *Management and administration Accounting and taxation Business, administration and law not elsewhere classiﬁed*

**Level in EQF :** EQF level 6

**National classiﬁcation :** Bachelor's Degree – **Type of credits :** ECTS – **Number of credits :** 120

# ORGANISATIONAL SKILLS

**Marketing Specialist**

* **Marketing Specialist | Content & Digital Marketing | Lead Generation | CRM |Email Marketing|Integrated Communications|Campaign Management|Strategy Development & Execution |Creating and keeping deadlines | Goal setting and meeting goals |Tender participations.**

# MANAGEMENT AND LEADERSHIP SKILLS

## Analytical Decision Making | Communication | Teamwork | Adaptability | Creative Problem-Soving | Trustworthiness | TechSavviness | Business Relation building.

**LANGUAGE SKILLS**

Mother tongue : **Hindi ,** Other language : **English**