# SUDIP MAJUMDER

**SENIOR SALES MANAGER — AFTERMARKET & HEAVY INDUSTRIAL EQUIPMENT**

Kolkata, India | +91-7682810228 | sudipmajumder18@gmail.com | 16 Years Experience

## PROFESSIONAL SUMMARY

Results-driven Industrial Equipment sales leader with 16 years of experience driving revenue across the full asset lifecycle, from capital machinery acquisition to high-margin aftermarket solutions. Proven record of growing market share, launching retrofit product lines, and building long-term customer relationships in construction, crushing, and screening equipment markets. Skilled in data-driven market intelligence, CRM-based sales planning, and cross-functional team leadership.

## CORE SKILLS

• Aftermarket Sales • Sales Data Analysis • Power BI • Strategic Sales Planning • Key Account Management • Team Leadership • Market Share Growth • Retrofit Product Development • Contract & AMC Management • Customer Needs Analysis • Competitor & Market Intelligence • Salesforce CRM • SAP Fiori • Marketing Campaigns

## PROFESSIONAL EXPERIENCE

**Senior Manager — Sany Heavy Industry India Pvt. Ltd., Kolkata** **Jun 2025 – Feb 2026**

- Captured a 5% increase in market share by analysing industry trends and executing a targeted re-entry sales strategy to reclaim a previously lost market segment.
- Accelerated qualified lead generation by designing and implementing strategic promotional marketing campaigns targeted at high-value industrial buyers.
- Identified new revenue channels by analysing competitor tactics and customer feedback, adjusting sales approach to capture untapped market opportunities.
- Enhanced executive strategic planning by analysing monthly sales data, managing budget assessments, and delivering performance reports to senior management.
- Collaborated with after-sales service teams to streamline issue resolution, strengthening customer relationships and improving retention.
- Drove team productivity improvements by evaluating performance metrics and delivering targeted training and feedback to the sales team.

**Deputy Manager — Metso India Pvt. Ltd., Bhubaneswar** **May 2011 – May 2025**

- Expanded market share and aftermarket revenue for crushing and screening equipment by deploying targeted sales and service initiatives across key territories.
- Spearheaded the go-to-market strategy for a new retrofit product launch, driving a measurable increase in sales revenue and component upgrades.
- Accelerated adoption of premium rubber screen products, diversifying the sales portfolio and opening new high-wear application markets.
- Secured high-value Annual Maintenance Contracts (AMCs) by collaborating with the technical service team, strengthening recurring revenue and long-term customer loyalty.
- Transformed sales conversion rates by conducting deep-dive customer needs assessments, aligning equipment specifications with client operational goals.
- Guided executive-level strategic decisions by tracking market dynamics and competitor movements to deliver actionable business intelligence reports.
- Optimized cash flow by streamlining accounts payable alignment and executing collections strategies, reducing outstanding receivables.

**Field Sales Engineer — Larsen & Toubro Limited, Bhubaneswar** **May 2010 – Apr 2011**

- Accelerated welding product sales across tier-1 energy and steel accounts, delivering custom maintenance and repair service frameworks for NTPC, JSPL, and other major enterprises.
- Secured incremental welding product revenue by providing specialized, high-stakes maintenance and repair services tailored to operational demands.
- Minimized client downtime through responsive technical support and tailored service plans, improving customer retention and satisfaction.

**Business Development Trainee — Jumac Mfg. Pvt. Ltd., Kolkata** **Jun 2007 – Apr 2008**

- Gained exposure to the Bangladesh market while supporting business development for HDPE cans, in addition to the domestic Indian market.
- Secured recurring orders and product availability by building and scaling relationships with spinning mills across Kolkata and major suburban hubs.
- Retained clients through proactive face-to-face account engagement in a highly competitive industrial market.

## KEY ACCOMPLISHMENTS

- Guest Lecturer (CRM): Invited by Vellore Institute of Technology (VIT) to deliver a specialized lecture on **"CRM for Growth: Strengthening Relationships for Business Development"** to 45 M-Tech students.
- Increased sales volume 18–20% year-over-year through tailored sales strategies based on comprehensive customer needs analysis.
- Led business development of retrofit products (wire-mesh, PU mesh) in assigned territory, contributing to a 15% increase in sales.

## EDUCATION

- **Post Graduate Diploma in Management** (PGDM), Marketing — Institute of Management & Information Science (IMIS), 2010
- **B-Tech**, Mechanical Engineering — Haldia Institute of Technology, WBUT, 2007
- **Indian School Certificate** (ISC, Class XII), Science — Mansur Habibullah Memorial School (ICSE Board), 2003

## CERTIFICATIONS

- Mastering Supervision: Skills & Strategies for Effective Leadership – Alison Certified (March 2026)
- Sales & Negotiation Skills – Alison Certified (March 2026)
- Generative AI for Sales and Services Professionals – Alison Certified (March 2026)
- Diploma in Sales Operations Essentials: From Strategy to Execution – Alison Certified (March 2026)
- Workplace Leadership and Management Skills – Alison Certified (April 2026)
- Emotional Intelligence for Effective Leadership – Alison Certified (May 2026)
- Mastering Leadership Influence and Human Connection – Alison Certified (April 2026)

## LANGUAGES

**English** (Professional Working Proficiency) | **Hindi** (Professional Working Proficiency) | **Bengali** (Native/Bilingual) | **Odia** (Professional Working Proficiency)

## PERSONAL DETAILS

- Date of Birth – 18th January, 1985.
- Gender – Male.
- Marital Status – Married.
- Hobbies – Travelling.