



# SONY GOYAL

Male, Married, 34 Years

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**Career Guide - Sales & Marketing – Business Development – Management Consulting**

## PROFESSIONAL SYNOPSIS

- 8 years of Rich experience in area of personality development and Conducted 500 plus seminars motivating 70,000 plus students.
- Over 6 years of rich experience in Sales & Marketing, Business Development, Retail Operations, Strategy and Planning, training and development.
- System and Management Consultant, Management Education Institutes
  - Strategy Formulation and implementation, Academic Excellence, Placement Consulting, Business Development
- Conducted FDPs and PDPs in management Institutes.
- Visiting Faculty, Management Institutes, Marketing research and Entrepreneurship
- Launched a programme named IXL for excellence in life and career targeting youth.
- An effective communicator with excellent relationship building & interpersonal skills,
- Proven skills in managing teams to work in sync with the corporate objectives & motivating them for achieving business and individual goals.
- Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.
- Demonstrated abilities in consistently accomplishing the assigned targets.

## EXPERIENCE

- **Director, My Career Experts** (*A group by IIM Alumni*), Ghorewala Chowk Bathinda, Punjab, since Jan 2009
  - Academic consulting and system development for business development
  - Conceptualization of IXL, a unique course for youth to excel in life and career
- **Manager, Operations and Strategic Planning, Aadhaar Retailing Ltd.** (JV of Future Group And Godrej Industries), Since Dec 2007
  - Roll out of stores, layout planning, merchandising, marketing, operations, Supply chain etc.
  - Concept development for Aadhaar Cash and Carry Business
  - Setting up systems in Supply Chain Management at Central warehouse in Ludhiana
  - Strategy Planning for North Operations, revival of the stores and expansion of the business.
  - Handling sales and operations for Aadhaar stores (6) in Ludhiana Cluster.
  - Removal of bottlenecks and smoothening the operations of Aadhaar stores in Punjab
- **Manager and Unit Head, Godrej Agrovet Ltd., Mumbai** (June 2006-Dec 2007)
  - SBU Head for Animal Feed Business in Rajasthan.
    - Leading a sales team that includes Sales Trainee, Sales Officer, Executives for state of Rajasthan with >60 % growth in sales in over last year
    - Handling position of unit-in-charge that includes production planning, financial controls, marketing activities, CSR activities etc. while leading the Production Team.
    - Strategic formulation and implementation for overall business growth and profitability.
    - Managing finance with focus on growth in PBT.

## EDUCATION

PGP-Agri Business Management,	2004-06	IIMA, Ahmedabad	3(CG)
Bachelor of Engineering in Food Technology	2001-'04	SLIET, Longowal (Punjab)	73.4%
Certificate Programme in Baking Technology (Distance Learning)	2002-'03	AIB, Manhattan, Kansas, U.S.	88.3%
Diploma Programme in Food Technology	1999-'01	SLIET, Longowal (Punjab)	79.5%
Certificate Programme in Food Processing & Preservation	1997-'99	SLIET, Longowal (Punjab)	82.1%

## POSITIONS OF RESPONSIBILITY

- **Placement Coordinator, PGP-ABM Placement Committee 2005 -2006**
  - Conducting summer placement activities for first year and final placement for 2<sup>nd</sup> year batch.
- **Representative, PGP-ABM Class of -2006, IIM, Ahmedabad**
  - Managing Academic Curriculum vis-à-vis class requirements & Step up Student-Faculty interaction
- **Coordinator, Prayaas, A school for Slum Children in vicinity of IIMA,**
  - Formulating the strategy for future, designing the curriculum and managing day to day operations.
- **Member, SPIC MACAY Society for the Promotion of Indian Classical Music and Culture Amongst Youth, Ahmedabad Chapter**
  - Handling Logistics, Event Management, Publicity etc.
- **Member Team Amaethon-2005, First Agribusiness Summit in IIMA, Jan 2005.**
- **Chief Coordinator, SOFT (Society Of Food Tech. SLIET, Longowal), 2002-'04, and Coordinator, 2001-'02**
  - Organized seminar on Rice Bran Oil bringing industry, farmer, and professionals together.
- **Chief Coordinator, HBC (Hobbies Book Club, SLIET, Longowal), Yr. 2002-'03**
- **Coordinator, SLS (SLIET Literary Society), Yr.2001-'02, and Active member, Yr. 1998-'01**
- **Joint Secretary, Sponsorship Committee, Tempest-1997 (A National Level Festival, SLIET, Longowal)**

## ACADEMIC ACHIEVEMENTS AND AWARDS

- **Secured 2nd Position, PGP-ABM Programme, 2004-2006, IIM, Ahmedabad**
- **All Rounder of the year Award, 2004-2006, IIM, Ahmedabad**
- **Silver medallist, Diploma Programme in Food Technology, 1999-'01, SLIET, Longowal**
- **Silver medallist, Certificate Programme in Food Processing and Preservation, 1997-'99, SLIET, Longowal**
- **Secured 74<sup>th</sup> Rank out of 110,000 students in JET-1997 conducted by Punjab State Board of Technical Education**

## SUMMER INTERNSHIPS

Over **56 weeks** of Industrial exposure (as a part of curriculum) in various Food and Agro industries of National and International repute

- **Godrej Agrovet limited, Mumbai, April 2005 – June 2005.**
  - To study relative strength of various players in shrimp feed business vis-à-vis distribution, market share, and brands
- **Pepsi Foods Ltd., Channo, Punjab**
  - Reduction of assembly time and improvement of productivity by 14% in salt section
- **Chandigarh Distillers & Bottlers Pvt. Ltd. Banur, Punjab**
- **Analysis of Procurement, Processing and Quality Control operations at Bakemans Industries Ltd., Punjab Co-operative Milk Producers' Union, and A.P. Solvex Pvt. Ltd., Punjab**
- **Development of New Product "Glazed Cashew nuts & Groundnuts" at Department of Food Tech., SLIET**

## PROJECT WORK

- To formulate methodology for studying **the strategy for introduction and growth of new brand in processed and packaged milk** segment.
- **Live project with Amul** to develop a **strategy to increase sales of Amul Pizza** in Ahmedabad market.
- **Brand & Type Preference in processed foods...** *A study on chocolate brands in India*
- To develop **knowledge base strategic plan** to start Agro processing venture for value added products
- **Live Project with SEWA**, Ahmedabad on impact assessment of *Jeevika* Project, a livelihood rehabilitation project for earth quake effected areas in Gujarat.
- To develop **strategic plan for creating an educational service** for urban and rural poor in Slums.
- To study feasibility of **direct marketing by farmers themselves** to the consumers with/without value addition of organic produce.
- **Live project, Making IIMA Campus a “Zero Garbage Campus”** under the aegis of the Sustainable Development, IIMA chapter
- To study the **marketing strategy of Havmor Ice Cream** in Ahmedabad.
- Optimization and Characterization of *“Chhanna Podo”, the baked Indian delicacy*

## EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- **Best SOMA Project Award**, among 20 teams doing live projects under SOMA, a Forum for Industry Interaction, IIM Ahmedabad.
- **1<sup>st</sup> prize in P&G Brand Wars** - Case contest, Oct'04, IIM Ahmedabad.
- **1<sup>st</sup> Prize in National level Photography Competitions** in *Techfest '02, Techfest '03, & WIDP '04*, SLIET
- **1<sup>st</sup> Prize in Poster Making Competition** in National Seminar on Environment-2001, SLIET, Longowal
- **2<sup>nd</sup> Prize in Product Development Competition** in National level Technical Festival, Techfest-2001, SLIET & **1<sup>st</sup> Prize, Model Making**, National Seminar on Environment-2000, SLIET, Longowal

### *Sports*

- **Represented in University (PTU) Annual Athletic Meet-2000** in *Long Jump, Triple Jump, Hurdle Race*
- **Secured Gold in 400 & 100 m relay race, & Bronze in 100, 200, & 400 m** in SLIET Athletic Meet '03.

### *Paper Publications/Presentations*

- Paper entitled “Nutritional & Health aspects of Milk” Published in Proceedings of the Techfest-2001, SLIET
- **2<sup>nd</sup> Prize** in National Paper Presentation in Techfest-2003, for Paper on “**Active Packaging, the I.Q. pack**”
- **3<sup>rd</sup> Prize** in National Paper Presentation for Paper entitled “**Logistics, the missing ingredient in Food Industry**”

## OTHER INTERESTS

- **Social Activities:** Conducting **Educational** for people living in Slums
- **Personality development::** delivering seminars and workshops on **motivation**
- **Started voluntary organization, Prayaas, Running successfully from 4 yrs in IIMA for Slum Children.**
- **Writing Articles and Poetry :** Philosophical articles based on real life experiences and hindi poetry
  - Please visit [www.sonygoyal.com](http://www.sonygoyal.com)
- **Photography:** relating the still pictures with fast moving world.