

CLIENT SUCCESS STORY · SALES & DISTRIBUTION LEADERSHIP

From Stuck to Shortlisted: Recruiter Calls, Inbound Leads & VP-Level Outreach

How a 22-year sales leader went from zero interview traction to inbound recruiter calls and VP-level opportunities — through executive repositioning, job search execution, and LinkedIn visibility.

9+

Recruiter Reach-Outs

VP-Level

Inbound Opportunities

ABOUT THE CLIENT

DK

Dinesh K

Zonal Sales & Channel Head (South India) | 22+ Years
FMCG · Medical Devices · Consumer Durables · Telecom

Telecom

Medtronic Inc. + Samsung India + PepsiCo + Colgate-Palmolive + Hutchison Essar
Portfolio: ₹200–250 Cr | Geography: South India & Sri Lanka
Target: National/Zonal Sales Head, Commercial Director, VP Sales

When Dinesh came to LeadershipAura, he had 22+ years of exceptional execution — Go Direct transformation at Medtronic, \$5M+ Sri Lanka government tender wins, 20 consecutive quarters of zero overdue AR, and channel governance frameworks adopted as national benchmarks. Yet his phone wasn't ringing. Junior-level interview invites came in. Senior ones didn't.

CHALLENGES BEFORE CONNECTING WITH LEADERSHIPAURA

NO INTERVIEWS

Dinesh was getting auto-rejected despite 22+ years of sales, channel, GTM, and distribution leadership experience. His earlier resume had senior-level impact, but the positioning and keywords were not strong enough for Regional, Zonal, or National Sales Leadership searches.

AUTO-REJECTIONS

He was getting rejected even for roles aligned with his sales, GTM, channel, and distribution leadership experience. His earlier profile had strong ₹200 Cr+ business exposure, but it was not clearly positioned for Regional, Zonal, or National Sales Leadership mandates.

NO IN-MAIL TRACTION

Recruiters were visiting his LinkedIn profile, but the visits were not converting into calls, discussions, or relevant opportunities.

JOB SEARCH COMPLEXITY

He was actively applying and updating profiles regularly, but could not identify what exactly was blocking Interview shortlisting.

Positioning & Discoverability Gaps		
Resume Language Framed as a regional executor, not a commercial leader. Bullets described duties, not business transformation. Recruiters scanning for ₹200 Cr P&L leaders could not identify the match at a glance.	ATS & Keyword Gap Senior GTM, Go Direct, P&L Ownership, Channel Rationalization, and Distributor ROI keywords were absent or buried. ATS systems ranked the profile low for Zonal / National Head searches.	
LinkedIn Visibility SSI score of 45. Headline was a job title, not a value statement. About section lacked commercial narrative. No posting, no network engagement, no recruiter signals.	Narrative Mismatch Profile did not reflect the complexity of Dinesh's role — multi-country GTM, manager of managers, \$5M+ tenders, 20-quarter nil AR. The story in the resume did not match the story in his career.	
What LeadershipAURA Delivered		
JD Research & Gap Analysis Researched keywords, identified KPIs, KRAs, and market demand for Channel Sales, Cybersecurity Sales, Partner Ecosystem Leadership, and Enterprise IT Solutions roles. JD-aligned keywords were embedded across the resume, LinkedIn, and job portal assets.	Resume Branding Build ATS Resume, mapped achievements to KPI & KRA of Target role. Leadership snapshot with quantified impact: 2× mold life, 15%→1% rejection. Role progression made visually distinct.	
NAUKRI OPTIMISATION Profile rebuilt keyword-rich and achievement-first. Total experience (~20 years) stated upfront to match how IT solutions, cybersecurity, and channel sales recruiters search.	LINKEDIN OPTIMISATION Optimized the LinkedIn profile with the right keyword density and variations to improve search visibility and recruiter ranking. Positioned the profile as per the target role, ensuring LinkedIn algorithms and recruiters can correctly map the profile to relevant mandates.	
JOB SEARCH EXECUTION Managing the job search on Dinesh's behalf — identifying roles, submitting applications, tracking application status, and maintaining a live pipeline of senior mandates.	LINKEDIN CONTENT & VISIBILITY Posting strategic content on LinkedIn to build thought leadership, increase profile views, and generate inbound interest from recruiters and decision-makers.	
Result		
Metric	Before	After
Recruiter reach-outs	0	9+ active inbound
Interview pipeline	Junior roles only	Zonal / VP-level roles
LinkedIn discoverability	Low / generic	Optimized & searchable
Job search management	Solo & unstructured	Fully managed by team
LinkedIn content & brand	No presence	Active posting & growth
Resume–role alignment	Task-focused	Leadership-positioned

RESUME: BEFORE VS AFTER

BEFORE

DINESH *****
STRATEGIC LEADER

Mobile No: +91-9876543210 E-mail: dinesh1234@gmail.com LinkedIn

Seasoned sales and distribution professional with 22+ years of cross-industry experience in FMCG, beverages, telecom, and medical devices. Led Go Direct operations across South India & Sri Lanka, specializing in GTM strategy, partner management, and operational ef. ciency.

Drove ₹200 Cr+ business operations, achieving 20% YoY growth and a 5% margin uplift. Built a strong network of 28 channel partners, executed \$30M+ in Sri Lankan tenders, unlocked \$0.8M in working capital, and enabled seamless digital transformation across commercial work ows.

PROFESSIONAL SUMMARY

- 22+ years of leadership experience across FMCG, Telecom, Consumer Electronics, and Medical Devices in the South Region & Sri Lanka.
- Proven expertise in P&L ownership, channel sales, and go-to-market (GTM) Strategy & execution, including large-scale Go-Direct transformations.
- Scaled revenue from ₹60 Cr to ₹140 Cr with a strong focus on margin optimization and sustainable growth for one of the businesses.
- Built and managed a high-performing network of 28+ distributors and 400+ institutional accounts.
- Successfully led Tier III/II market penetration through strategic partner enablement and rationalization.
- Recognized with awards for distribution excellence, Go-Direct transformation (APAC), and cross-functional team leadership.
- Delivered operational ef. ciency through accurate forecasting, AR/claims control, and collaboration across sales, supply chain, and finance.

SKILLS

Soft Skills: Communication, Leadership, Negotiation, Problem-solving, Adaptability, Customer Relationship Management, Strategic Thinking, Team Collaboration, Time Management, Creative Thinking, MS Excel & PPT
Core Competencies: P&L Management, Brand Presence Augmentation, GTM Strategy, Stakeholder Management, Channel Sales and Distribution Management, Sales Forecasting, Data-Driven Market Analysis, Key Account Management, Modern Trade

WORK EXPERIENCE

PQR Inc., Bangalore

Regional Channel Manager, South (Jun 2011 - Present)

Growth Path:

Zonal Channel Manager, All OUs - Go Direct, South Region (May 2022 - Present)

Zonal Channel Manager, C/VG Division - Go Direct, South Region (May 2021 - Apr 2022)

Regional Distribution Manager, C/VG Division - South India, Sri Lanka & Maldives (Oct 2017 - Apr 2021)

Regional Distribution Manager, CRWF Division - South India, Sri Lanka & Maldives (Jun 2014 - Oct 2017)

Orchestrated the strategic overhaul of South Asia's distribution and channel architecture across high-growth, high-value verticals— spearheading commercial excellence, P&L ownership, and GTM innovation across India, Sri Lanka, and the Maldives.

- Oversaw a ₹200 Cr+ portfolio across South India & Sri Lanka under the Go Direct model, leading revenue forecasting, operations, and execution.
- Achieved ₹140 Cr+ in revenue with 20% YoY growth by expanding into Tier II & III markets, optimizing channel performance, and outperforming benchmarks.
- Built and managed 28 high-performing distribution partners, ensuring AR discipline, claim accuracy, and smooth operations across South India & Sri Lanka.
- Migrated 400+ institutional accounts to Go Direct, improving margins by 5% through price negotiations, volume tie-ups, timely delivery, and strong client relationships.
- Led \$30M+ tender wins in Sri Lanka (2019-2020) through strategic planning, stakeholder leadership, and flawless execution.
- Released \$0.8M in working capital by optimizing Go Direct inventory and improving stock turnaround cycles.
- Led monthly partner reviews covering AR, warranty, compliance, and pro. tability to drive accountability and partner ef. ciency.
- Drove digital transformation in sales operations by collaborating with IT teams to automate 400+ daily orders and invoices, enhancing the order-to-cash cycle.
- Improved regional gross margins through ef. cient Go Direct execution, process streamlining, and targeted GTM alignment.
- Partnered with CXOs and board-level stakeholders to implement the Go Direct strategy, digital adoption, and compliance enhancements across business units.

AFTER

DINESH *****

ZONAL SALES & CHANNEL HEAD (SOUTH INDIA) | ENTERPRISE GTM & DISTRIBUTION STRATEGY
22+ Years across FMCG, Consumer Durables, Telecom, Beverages, & Medical Devices | ₹200-250 Cr Business Operations | South India & Sri Lanka

Bengaluru, India

+91 9876543210

dinesh1234@gmail.com

www.linkedin.com/in/dineshdinesh

Executive Summary

Sales and distribution leader with 22+ years of experience across FMCG, Consumer Durables, Beverages, Telecom, and Medical Devices, with sustained leadership exposure across South India and Sri Lanka. Brings depth in GTM strategy, channel and partner ecosystem design, and operating model execution across complex, multi-market environments. Influenced pan India GTM decisions through HQ planning, regional execution, partner governance. Known for building disciplined, scalable commercial structures by aligning sales, finance, supply chain, and operations, and leading growth through structure, governance, and clarity over tactical execution.

Executive Snapshot

- Led large-scale Go Direct transformation, onboarding 400+ hospitals.
- Directed multi-layered teams across regions, managers and large distributor ecosystems.
- Handled ₹250 Cr business operations with 20%+ growth through Go Direct transformation.
- Achieved 20 quarters of nil overdue AR across South region and Sri Lanka while managing distributor networks.
- Delivered \$30M+ government tender wins in Sri Lanka with end-to-end oversight.
- Improved distributor ROI to 18% while reducing credit risk via strategic distributor selection for key accounts.
- Built channel governance frameworks adopted as benchmarks.
- Led digital transformation across sales, inventory, and billing.

Early Career Foundation

- Developed early expertise in partner onboarding, distributor selection, and territory structuring.
- Built GTM, channel, and RTM fundamentals across FMCG, beverages, and Consumer Durables.
- Expanded numeric and weighted distribution across urban and semi-urban markets.
- Delivered consistent above-target growth, including overachievement and YoY growth.
- Led large frontline teams early, managing 43 sales staff and 18 distributors.
- Built early exposure to channel profitability, trade economics, and sell-in / sell-out balance.
- Drove institutional and modern trade relationships across key accounts.

Core Expertise

Go-To Market (GTM) Strategy

Partner and Distributor Management

Route-to-Market (RTM) Transformation

Working Capital, Credit Risk, and AR Governance

Multi-Layered Team Leadership (Manager of Managers)

Digital Sales Operations and Order-to-Cash Automation

Channel Strategy and Distribution Architecture

P&L Ownership and Profitability Management

Partner ROI and Trade Economics

Indirect Sales and Partner-Led Growth

Institutional, General and Modern Trade Channels

Stakeholder and Cross-Functional Leadership

Work History

PQR INC.

REGIONAL CHANNEL MANAGER

Career Progression: Regional Distribution Manager (CRWF & C/VG Division) to Regional / Zonal Channel Manager leading Go Direct operations across major OUs in the South Region, with responsibility across South India, Sri Lanka, and the Maldives.

- Executed transition from distributor-led sales to a Go Direct institutional model, onboarding 400+ hospitals with ownership of pricing, inventory, and receivables, while reducing cost-to-serve by ~8%.
- Led sales and distribution operations for a ₹200-250 Cr portfolio, with accountability for forecasting, order-to-cash, inventory hygiene, working capital, ROI, and credit risk.
- Drove revenue growth from ₹60 Cr to ₹140 Cr through strategic distributor management, strengthening partner capability, governance, and market execution while improving margins and growth sustainability.

BENGALURU, INDIA

JUN 2011 - PRESENT

Task-based • Generic • No metrics • Not searchable

Achievement-led • Brand-positioned • ATS-optimized • Recruiter-ready

Task-Based

→ Achievement-Led

Generic → Searchable

₹200Cr P&L keywords embedded

Executor → Leader

Commercial director narrative

RECRUITER OUTREACH & INBOUND ACTIVITY

Real outreach. Real opportunities. Managed on Dinesh's behalf.

RECRUITER EMAIL OUTREACH (HEAD OF SALES ROLE)

General Manager Sales (Home & Kitchen Appliances)
Cuckoo Appliances ⭐ 3.8 31 Reviews
[View similar jobs](#)

Application status

Applied 31 Mar '25
Application Sent 31 Mar '25
Contacted By Email 31 Mar '25
Awaiting Recruiter Action

Activity on this job

5214 Total applications
2322 Applications viewed by recruiter

What may work for you?
Following criteria suggests how well you match with the job.

- Early Applicant
- Key Skills
- Location
- Work Experience
- Industry
- Department

[Detail View](#)

VP B2B Sales Inbound (NxtWave)

Talent Acquisition [redacted] to [redacted] [redacted] [redacted]

Hi,

I hope you're doing well.

One of India's fastest growing C2B companies, focused on transforming students into industry ready tech professionals through our CCOP 4.0 programs - independent phase and building for long term scale.

We are excited to connect with you and explore your fit for the Vice President - B2B Sales opportunity.

A quick overview about company for your reference:

- One of India's fastest growing C2B companies
- \$13M+ funding with strong investor backing
- 2000+ team members across India
- Customers placed in 2000+ companies
- High growth, target-driven role with strong earning potential

Please find the JD here for more details about the role as Vice President - B2B Sales: [redacted] [https://cbsa.google.com/teams/cbsa/](#) [redacted]

Website Link: [https://nxtwave.in/](#)

If you are interested, please fill below form: [https://nxtwave.in/](#)

Thanks & Regards,
[redacted] [redacted] [redacted]

Reply Forward

APPLICATION MANAGEMENT — DINESH'S PIPELINE IN ACTION

"Today I received a call from a consultant for Sales Head role in Lodha Group. She has forwarded my CV to the HR and will come back to me in a day or two."

— Dinesh, via WhatsApp

D ~ Dinesh [redacted] 91 [redacted]

Dear All,

Today I received a call from a consultant for Sales head role in Lodha group. She has forwarded my CV to the HR and will come back to me in a day or two.

11:47

Could This Be Your Story?

Thousands of high-performing professionals are invisible truiters — not because they lack but because their positioning, keywords, and narrative are misaligned with how hiring systems work.

LeadershipAura closes that gap — with precision, data, and executive-grade branding.

Ready to Get Shortlisted?

Start Your Executive Branding Journey

JD Research & Gap Analysis · Resume Branding · LinkedIn Optimization · Naukri Revamp

www.leadershipaura.com