

UTTAM SINGH

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PROFILE & VALUE

Experienced and results-driven professional with over 15+ years of success in MIS reporting, Power BI dashboard, Canva, operations management, logistics, and cross-functional coordination, Adept at handling large data sets, managing P&L, fulfilment of inventory, vendor onboarding relations, and ensuring smooth backend operations

KRA & Key Skills

- MIS Reporting (Advance excel)
- Sales Forecasting
- SAP
- Billing & Dispatch
- Power BI Dashboards
- Canva
- Marketing backend
- Product Sell In experience
- Import/Export Operations Coordination
- Logistics Coordination
- KPI Tracking
- Process Optimization
- Online business backend
- Product sell out experience
- P&L Management

CAREER PROGRESSION

Jan 2022 – Present

Carl ZEISS India (P) Ltd, Bangalore  
MIS & Operations Specialist – India, SAARC, SEA

Led end-to-end MIS and operations for India, SAARC, and SEA markets in the Optics category. Improved reporting systems, streamlined logistics, and supported regional sales through precise forecasting, timely dispatches, and global coordination. Managed import/export workflows and billing, reduced errors.

- Spearheaded monthly sales forecast & execution across 3 regions
- Generated real-time reports on sales, P&L, stock, and demand-supply; enabled faster business decisions.
- Managed import/export operations for Cinema, Photo & Sports Optics categories
- Reduced billing & dispatch errors by 25% through detailed audit & micromanagement process.
- Coordinated AR collections and supported monthly scheme strategy and rollout planning.
- Conducted monthly review meetings to align regional sales and operations with business KPIs.
- Collaborated with global teams to streamline regional marketing backend operations.
- Sell-In vs. Sell-Out Gap Analysis: Conducted Sell-In vs. Sell-Out tracking to highlight stock aging, overstocking, and slow-moving SKUs, helping optimize inventory and improve stock rotation.

- Promotional Planning Support: Shared product-wise sell-out trends to support sales planning, forecasting, and promotional campaign effectiveness tracking.
  - Dashboard Automation: Developed automated dashboards in Excel/Power BI showing product sell-out by region, model, channel, and team performance—reducing manual effort and increasing visibility.
  - Incentive & Claim Validation: Used verified sell-out data to validate channel partner claims and incentive processing, ensuring accuracy and preventing fraud.
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**Aug 2016 – Jan 2022**

**Sony India Pvt. Ltd – Delhi NCR**  
**Officer – PlayStation Division**

- Delivered sales reports (SKU-wise, weekly/monthly) and target analytics for internal MD meetings.
  - Coordinated import/export of PlayStation consoles & accessories; ensured smooth product movement.
  - Enabled **100% target achievement** by ensuring stock availability across national warehouses.
  - Sell-In vs. Sell-Out Gap Analysis, Promotional Planning Support, Incentive & Claim Validation
  - Managed launches for new SKUs, supporting product teams and marketing alignment.
  - Promoted in **2017** and again in **2019** for exceeding business KPIs and reporting performance.
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**Aug 2013 – Aug 2016**

**Sony India Pvt. Ltd – Contractual**  
**Sales Admin Coordinator – PlayStation**

Delivered automated reporting solutions for stock, sales, and trend analysis. Collaborated with regional managers to drive sales target achievement. Ensured data accuracy and reporting efficiency across teams, resulting in promotion to a full-time position.

- Developed automated reports for sell-through, stock, and sales trends.
  - Reduced report turnaround time by **40%** through Excel macros and formula optimization.
  - Ensured timely reporting for displays, stock movement, and plan submissions to management.
  - Promoted to full-time on-roll based on performance and impact.
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**May 2010 – Jul 2013**

**LG Electronics India Pvt. Ltd – Noida**  
**Coordinator – Modern Trade (Contractual)**

Handled national reporting for modern trade accounts including DSRs, billing exceptions, and discount tracking via GERP. Collaborated with the planning team to implement ERP-based schemes, optimized sales workflows, and enabled faster execution of promotional activities.

- Created DSR, non-billing, and regional allocation reports using GERP.
- Improved dealer discount processing and display scheme tracking.
- Assisted in forecasting and reporting for large format modern trade accounts.
- Sell-In vs. Sell-Out Gap Analysis, Promotional Planning Support, Incentive & Claim Validation

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**EDUCATION & CREDENTIAL**

**Academia**

- Master of Business Administration – PTU, Jalandhar, 2013 | 71%
- Bachelor of Commerce – Purvanchal University, Jaunpur, 2009 | 50%
- Intermediate – U.P. Board, 2006 | 60%
- High School – U.P. Board, 2004 | 55%