



Sunil Singh

**Associate Vice President
Piaggio Vehicles Pvt. Ltd.**

A corporate professional having **24 years** of work experience in Strategic Management, Sales & Marketing, Operations Management, Channel Management & Product Development.

EDUCATION:

- Executive PGP Program and PGDM from **Xavier Institute of Management, Bhubaneswar**
- Bachelor Degree in Engineering under Production & Industrial specialization from **NIT, Allahabad**

ORGANIZATIONS AND THE ROLES:

- He started his career in 1990 as Area Manager with **Bajaj Auto Ltd.** taking care of sales of Bajaj 2-Wheelers in various regions. He spent 10 years and was responsible for bringing Bajaj Auto to no. 2 position in motorcycles
- In 2000 he joined **Hero Motocorp Ltd. (erstwhile Hero Honda Motors)** as Regional Manager taking care of Sales, Customer Care, Channel, Business Development and CRM for the states of Madhya Pradesh and Maharashtra
- He then moved to **Hyundai Motor India Ltd.** as Regional Sales Manager in 2006 taking care of entire western India region
- In 2007 he joined **Mahindra Navistar** as Zonal Head – Western Region managing Sales and Customer Care for the LCV and Tourister Bus
- In 2010 he moved to **Mahindra 2-Wheelers Ltd.** as Head – Sales & Customer Care Strategy Group where he played key role in handling Strategy, Sales Planning, Channel and Business Development, New Product Development, Business Warehouse Intelligence, MIS and Training
- After a brief stint at Mahindra 2-Wheelers, in 2011 he joined Piaggio Vehicles Pvt. Ltd. as General Manager – Channel & Business Development
- In 2013 he was promoted to position of **Associate Vice President** at Piaggio Vehicles Pvt. Ltd.