

BHUMIKA SHAH

FMCG & E-commerce Professional

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About Me

Strategic FMCG and E-commerce professional with **7+ years of experience managing key accounts**, category performance, and end-to-end business operations across leading organizations including **Flipkart Wholesale, Dabur India, and Hindustan Coca-Cola Beverages**. Demonstrated expertise in P&L management, joint business planning (JBP), demand forecasting, trade marketing, and modern trade operations, with a strong track record of driving revenue growth and margin optimization.

Highly skilled in leveraging data-driven insights to improve inventory planning, reduce stock-outs, and enhance overall category performance. Known for building strong stakeholder relationships, executing high-impact promotional strategies, and collaborating cross-functionally to deliver scalable business outcomes in competitive FMCG and e-commerce environments.

Skills

FMCG & E-commerce Operations	Key Account, Sales & Trade Excellence	Business Strategy, Revenue & Analytics
- FMCG Category Management - E-commerce Business Operations - Modern Trade & Indirect E-commerce - Channel Expansion & Market Penetration - Inventory Planning & Optimization - Stock Availability & OOS Reduction - Supply Chain Coordination	- Key Account Management - Joint Business Planning (JBP) - Strategic Client Partnerships - Trade Marketing & Promotions - Promotional Calendar Planning - In-store & Seasonal Activations - Stakeholder Communication	- P&L Management & Margin Optimization - Revenue Growth Strategy - Business Performance Analysis - Sales Forecasting & Demand Planning - Competitive & Market Analysis - Category Planning & Performance Tracking - Data-Driven Decision Making

Work Experience

ASSISTANT MANAGER FLIPKART WHOLESALE Bangalore	Sept 2024 – Present
- Owned end-to-end P&L management for the Chocolate & Confectionery category, consistently delivering against AOP targets and driving sustainable business growth - Drove 18–25% category growth through effective Joint Business Planning (JBP), vendor negotiations, and optimized commercial strategies - Reduced out-of-stock (OOS) levels by ~20% by implementing data-driven demand forecasting and inventory planning mechanisms - Executed 10+ monthly and seasonal promotions, contributing to improved sell-through and higher category visibility during peak cycles - Collaborated cross-functionally with supply chain, finance, and marketing teams to streamline assortment planning, pricing, and execution - Recognized with the Emerging Category Award at Flipkart Wholesale Annual Awards (Aug 2025) for accelerating category scale-up and performance	
KEY ACCOUNTS OFFICER DABUR INDIA PVT. LTD. Bangalore	Oct 2023 – Feb 2024
- Managed DMart as a key modern trade account, overseeing end-to-end account performance, assortments, pricing, and promotional execution - Drove account-level revenue growth by planning and executing Joint Business Plans (JBP) aligned with DMart's category and volume objectives - Negotiated commercials, schemes, and visibility plans to improve sell-through while maintaining healthy margins - Planned and executed account-specific promotions and seasonal campaigns, resulting in improved product off-take and shelf visibility - Coordinated closely with supply chain and operations teams to ensure high service levels, timely replenishment, and minimal stock-outs at stores - Analyzed sales trends, store-level performance, and competitor activity to identify growth opportunities and optimize account strategy - Acted as the primary point of contact for DMart stakeholders, ensuring smooth execution, issue resolution, and long-term relationship management	
SALES OFFICER DABUR INDIA PVT. LTD. Bangalore	Jun 2022 – Oct 2023
- Managed modern trade and quick commerce (Q-Commerce) accounts, including Star Bazaar, Sasta Sundar, BigBasket, Swiggy Instamart, Zepto, Milk Basket, Blinkit, and Picklily - Executed account-level sales and distribution strategies to drive consistent volume growth across modern trade and e-commerce channels - Rolled out trade marketing initiatives, schemes, and visibility programs across stores and online platforms to improve product off-take - Coordinated with distributors and supply chain teams to ensure timely replenishment, optimal stock levels, and minimal order shortfalls - Tracked daily and weekly sales performance, identifying gaps and implementing corrective actions to meet monthly targets - Monitored competitor pricing, assortment, and promotions across MT and Q-Commerce platforms to strengthen Dabur's market positioning - Built strong working relationships with store teams, e-commerce partners, and internal stakeholders to ensure smooth execution and operational efficiency	

- Managed modern trade, e-commerce, and quick commerce accounts including Nilgiris, Big Bazaar, Nature's Basket, Vishal Mega Mart, JioMart, SPAR, Amazon, Flipkart, BigBasket, Swiggy Instamart, Zepto, Milk Basket, and Blinkit
- Ensured end-to-end operational execution across key accounts, driving consistent product availability, distribution efficiency, and service levels
- Led and coached a team of 4 Market Representatives, improving on-ground execution, coverage, and compliance with operational standards
- Worked closely with supply chain and logistics teams to optimize inventory flow, improve fill rates, and reduce lead times across channels
- Conducted sales performance tracking and operational reviews, identifying bottlenecks and implementing corrective actions
- Executed store resets, merchandising updates, and seasonal rollouts to enhance shelf visibility and in-store performance
- Analyzed market trends and competitor activity to support account-level execution and promotional effectiveness

Education

Master of Business Administration
KLE University KLETU SMSR

July 2018

B.Tech: Electrical and electronics Engineering
H.K.B.K College Of Engineering

June 2016

Accomplishments

- **Emerging Category Award – Flipkart Wholesale Annual Awards (Aug 2025)**

Recognized for driving rapid scale-up, strong category performance, and consistent delivery against business targets in an emerging FMCG category.

- **Key Accounts Champion Award – Q4 2020, Hindustan Coca-Cola Beverages Pvt. Ltd.**

Awarded for outstanding performance in key account execution, operational excellence, and sustained business impact across modern trade accounts.

- **Empowered Employee Award – Q3 2020, Hindustan Coca-Cola Beverages Pvt. Ltd.**

Recognized for high ownership, cross-functional collaboration, and contribution to operational and customer success initiatives.

- **Top Performer of the Year – Q2 FY 2022–23, Dabur India Pvt. Ltd.**

Honored for exceeding performance goals and delivering consistent sales and execution excellence across assigned accounts.

Languages

- English
- Hindi
- Tamil
- Urdu