

# Manoj K Maithani

Execution Strategist



Manoj has 28 years of experience across varied consumer businesses – FMCG, Consumer Electronics and Home products.

Over the last 14 years he has been in business leadership roles. His most recent being building start-ups and devising their Go to Market strategies (Product Strategy, Channel Strategy, Execution strategy ). He has also advised companies on building their teams and in setting up their Systems and Processes.

Manoj has held leadership roles at Viega, Swarovski and Kohler after showing results at Sony, Gillette and Wipro. He has performed across diverse product categories, varied company cultures and business segments ( B2C and B2B). In each of these he has successfully stepped out of comfort zones and performed well in the face of new challenges.

Being a functional expert in Sales and Marketing, he is adept at creating and then managing big distributor networks and large sales teams. He has also enjoyed staff roles (in sales) like sales training, building sales processes, business development and trade marketing which makes him a complete sales and marketing professional.

Scaling up has been a key strength. Manoj enjoys the challenge of building teams, leading them from the front and creating strong careers for them. He is good at understanding people and building strong relationships. Manoj’s leadership style is “collaborative”; He strongly believes that “people are keen to work and as a leader one is supposed to create the right environment for them”.