





A.N.I.L

www.aniltrivedi.com

Trivedi

CONTACT

-  F-36 Sai Apartment
Sector 13, Rohini ,New Delhi
-  connect@aniltrivedi.com
-  +91 807 683 4903

30 YEARS

July 1995 - Till date

- 8 Years in Sales
- 5 Years in Product Management
- Farm/OTR/TBB/TBR/PCR /SCV & 2/3 W
- 2 Years in Process Management
- BB Project implementation in Marketing
- 2 Years in Business Management
- TBR, PCR & OTR in SAARC nations
- 1 Year as a Freelancer
- PCR reincarnation , TBR & Lifestyle brands
- 2 Years as a Marketing Head
- Personal Mobility Business
- 3 Years as Chief Strategy & MKT
- Handling India Operations
- 3 Years as Entrepreneur
- Digital Agency for Tyres & Lifestyle brands
- 4 Years as Business Consultant
- Building Sales & Marketing processes

EDUCATION

- Masters in Digital Marketing
- Black Belt Six Sigma
- PGDSM, Marketing
- Science Graduate

PERSONAL PROFILE

A consumer marketing expert with a unique combination of **passionate** creativity and **disciplined** leadership. Skilled at identifying untapped opportunities to drive both top-line growth and bottom-line efficiency. Known for generating innovative and sustainable business solutions through a balanced approach of creativity and analytical thinking—is the hallmarks of my professional journey so far.

WORK EXPERIENCE

Over 30 years of experience in the tyre industry, with expertise across diverse product categories, including TBR, TBB, LTR, LCV, SCV, PCR, Farm, OTR, and 2/3 Wheelers. Extensive background in all functional areas, including Sales, Product Marketing, Product Development , Process Management, Business Leadership, Business Consulting, and Brand Strategy. Proven track record of driving growth and success at both strategic and operational levels.

CORE COMPETENCIES

- Product Benchmarking & Rationalization
- Customer Experience Design
- Business Process Optimization
- Business Management
- Six Sigma Black Belt (Marketing, Demand & Product Modeling)
- Strategic Planning & Execution
- Go-To-Market Strategies
- Leadership & Team Development
- Advanced Digital Marketing Tools
- SEO & Global Marketing Strategy

MAESTRO TIRES

3 Year & 8 Months

Senior Business Consultant

May 2021 - Present

- Spearheaded the creation of Go-To-Market strategies and customized product offerings to match regional preferences.
- Developed a WooCommerce website with a CMS template and implemented global SEO strategies, including hreflangs and canonical links.
- Led a team of six consultants to optimize business processes and integrate technological solutions.
- Designed and executed key business processes, including B2C store walk-ins, online purchases, B2B transactions, and drop shipment processes.
- Implemented advanced Salesforce integrations for operations such as sales, accounting, SMS, and marketing.
- Directed innovative projects, including AI-powered smart tire management systems, U.S.-based demand call centers, and recycling initiatives.

Founder & Visionary, Team-Tire.com

May 2024 - Present

- Conceptualized and launched the world's first comprehensive tyre portal, combining professional networking, education, and talent development.
- Founded Team-Tire.com with the core objective of resolving tire-related issues, enhancing tire maintenance, and promoting responsible tyre disposal practices to ensure road safety and environmental sustainability.
- Spearheading initiatives like "One Tree in the Name of a Tyre" to offset the carbon footprint of tyres through tree planting, fostering environmental awareness within the tyre industry.
- Integrated AI-powered tools to facilitate training, recruitment, and consultancy for tyre professionals.

The logo for Maestro Tires, featuring the word "MAESTRO" in a bold, black, sans-serif font with a red triangle above the letter 'A'. To the right of "MAESTRO" is the word "TIRE" in a smaller, black, sans-serif font, with a red graphic element resembling a tire tread or a stylized 'E' to its right.

My key responsibility is to build a Sustainable Sales and Marketing process for Maestro Tires in California. I am responsible for Positioning Pirelli, Aeolus, Hubtrac & Arisun brands among Semi Truck Trailer customer segments so that it clearly articulates the business and value proposition.

Maestro tire is USA's most renowned & specialised Commercial Tires Bulk Buying Service Provider. The company is in the distribution of TBR tires and has brand and pattern exclusivity of some of the most renowned commercial tire brands like Pirelli, Aeolus, Hubtrac & Arisun. The company is expanding its base by opening company-owned and company-operated sales and service points for Semi Truck Trailer Tires in and around California.



WORK EXPERIENCE

Brandmark Enterprises

JAN 2019 – APR 2021

Brand Consultant & Digital Marketing Specialist

- Launched Windpower TBR Tires and Duraturn car tires in India, managing all marketing activities, including website creation, catalogs, and product videos.
- Supported brands like Sailun, Atlas, Aeolus, and Pirelli in website development, product cataloging, and e-commerce integration.
- Conducted market research and developed car tire scanning modules for Sigma Vision.

Aeolus Tyres

JAN 2016 – DEC 2018

Chief Strategy & Marketing

- Responsible for developing and implementing the business strategy for TBR and PCR product groups in the Indian market.
- Successfully developed and implemented a Phygital model for the PCR business and a distribution model for the TBR business.
- Established strategic business tie-ups with HDFC Bank, Shriram Finance, and Sundaram Finance for tire financing.
- Developed an in-house digital team to manage SEO, SMO, and content creation, strengthening the brand's digital presence.

Birla Tyres

OCT 2013 – DEC 2015

Head, Personal Mobility Group

- Developing business strategies, managing new product development, and ensuring a healthy top line and bottom line for passenger cars, motorcycles, scooters, three-wheelers, and small commercial vehicle tires were key areas of responsibility.

Freelance Consultant

JAN 2013 – DEC 2013

Business Consultant

- Designed and executed product shoots, catalog designs, and communication strategies for high-end Italian lifestyle brands, including Marcello Giorgio, Chinelli, and Ahura.
- Conceptualized, designed, and produced a product demo kit for Ozone Automatic Hotel Locks, showcasing innovation and functionality.

Zafco

JUN 2010 – DEC 2012

DGM Sales & Marketing

- Set up business operations in India and SAARC countries, securing key trade and business sanctions.
- Mapped product portfolios for brands like Double Coin, Zeetex, Otani, Forcium, Accelera and Pirelli.
- Established robust channel partnerships and drove multi-fold revenue growth in new markets.

J.K. Tyres & Industries Ltd.

APR 2008 – MAY 2010

Chief Product Manager – Truck Bias

- Formulated business strategies for product rationalization and new product development.
- Led marketing initiatives, such as customer programs "Ace Club", "Join the Best" & "Gold Rush."
- Improved product lifecycle management through data-driven strategies.

Apollo Tyres Ltd.

APR 2003 – MAR 2008

Product Manager – Farm & Specialty Tyres

- Developed innovative communication strategies to drive radialization by launching the FarmKing radial tire.
- Successfully launched the groundbreaking Y-Lon tire for JCB customers, delivering superior performance and customer satisfaction.
- Established a new distribution network for farm tires through Apollo Pragati Kendras, E-Chaupals, and Haryali Stores.

Apollo Tyres Ltd.

JUL 1995 – MAR 2003

District Manager / Marketing Executive

- Managed sales, after-sales service, and commercial operations for a district generating an annual turnover of ₹60 crores.

EDUCATION

Masters in Digital Marketing

DSIM, Delhi 2019-20



**Delhi School of
Internet Marketing**

A Premier Google Partner

Six Sigma - Black Belt

BMGI University 2007-2008

On Job Full Time Certificate
Programme



BMGI[®]

Problem Solved.

PGDSM- Sales & Marketing

National Institute of Sales

Project : Buying behavior of
customers in Bicycle

NIS Sparta

BUILDING COMPETENCIES...
INNOVATIVELY

Bachelor's Degree in Science

MDU University, Rohtak 1994

Chemistry, Botany, Zoology



**MAHARISHI DAYANAND
UNIVERSITY**

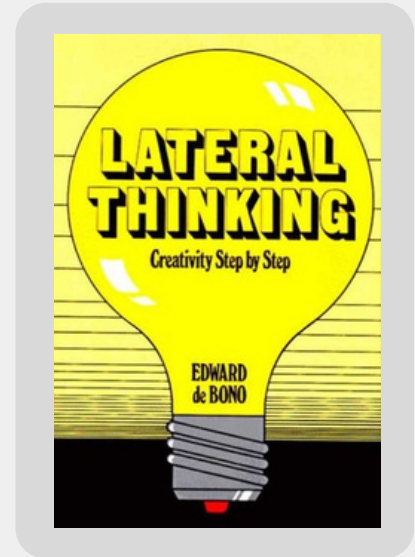
Secondary & Senior Secondary Education

St. Gabriels Academy, Roorkee



PROFESSIONAL DEVELOPMENT

- 21 Days workshop on 6 Sigma
- 16 Days leadership development program
- 5 Days Program at IIM Ahemdabad on Management Development
- 2 days workshop on Del Carnegie Seminar
- 2 days workshop on finance for Non finance Executives
- 2 day workshop on Rural India
- 2 days workshop on POP Asia.
- 1-day training program in Thailand in association with Michelin on customer relationship
- 1-day course on Lateral thinking by Edward De Bono's



TECHNICAL SKILLS

- Salesforce CRM Integrations (Accounting Seeds, 360 SMS, Pardot)
- WooCommerce, SEO & SMO Tools
- Google Analytics, Content Management Systems
- Digital Marketing & Process Automation Tools
- Creative Software: Photopea, Adobe Premiere Pro, Canva
- Productivity Tools: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Box
- Technical Tools: DWG Tools
- Collaboration Tools: Slack, Call Hippo
- AI & Audio Tools: Proficient in utilizing AI-based audio tools for editing and production

PERSONAL INFORMATION

- Language : English, Hindi & Punjabi
- Date of Birth : 9th January 1974
- Passport No : R 9626941 valid till May 2035
- Interests. : Playing Games & Reading



[Inkedin.com/in/aniltrivedi](https://www.linkedin.com/in/aniltrivedi)



aniltrivedi6128@facebook.com



[aniltrivedi6128](https://twitter.com/aniltrivedi6128)



<https://bit.ly/32Pr5hA>



www.aniltrivedi.com