

Assignments in SALES & MARKETING / BUSINESS DEVELOPMENT with a growth oriented organisation

Location Preference: Chennai

A BRIEF SYNOPSIS

PGDBM with specialisation in **Marketing** with experience in overall **nearly 4 years** in Sales & Marketing, Business Development and Client Relationship Management as well as Software Development. Currently associated with **Sterile Industries (I) Ltd. as Associate Manager-Marketing**. Fair understanding in increasing sales revenues, developing profitable and productive business relationships, coordinating with decision-makers, building an extensive client base, and market development. Experienced in coordinating with internal/external customers; implementing procedures and service standards for business excellence. Been proactive and focused as a student and professional. Possess excellent organisational, relationship management & analytical skills.

ORGANISATIONAL SCAN

**Since Jun'07: Sterile Industries (I) Ltd., Mumbai as Associate Manager- Marketing
Joined as Management Trainee**

Key Deliverables:

- ✦ **Sales:** Taking care of the sales with focus on achieving predefined sales target and growth across western zone. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame.
- ✦ **Marketing:** Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies; initiating market development efforts.
- ✦ **Business Development:** Executing the long term business directions of the region to ensure maximum profitability in line with organisational objectives.
- ✦ **Operations:** Managing activities pertaining to negotiating / finalization of deals (techno commercial) for smooth execution of sales & order processing.
- ✦ **Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms. Giving presentations & demonstrations to customers on customer e-sales portal for online review of dispatch, accounts, LME trends, etc.

Notable Attainments:

- ✦ Successfully achieved the sales target for the Western Zone with over 40% of the zonal sale.
- ✦ Efficiently managed key accounts - Finolex, ABB, Bharat Heavy Electricals and Siemens; pivotal in acquiring customers such as Kirlskar, Bharat Bijlee and Uniflex Cables with long term deals.
- ✦ Significant contributions in countrywide "Sales Force Automation" project - an automated platform for Area Managers to track their sales targets, daily activities and on-going deals with potential customers.
- ✦ Accountable for commissioning the depot operations in Chennai including finalizing contracts for space, materials, logistics, excise and tax related activities, single handedly.
- ✦ Played a key role in generating the sales volume of Chennai & Pondicherry region from 48 MT to 103 MT; achieved business growth of 114% in a span of 4 months.
- ✦ Awarded 600 shares under the LTIP, Vedanta's stock option scheme linked to the company stock listed on the LSE.
- ✦ Was amongst 4 candidates selected for Vice Chairman's workshop held for business interaction.
- ✦ Nominated for "Stars of the Business" Award for sale performance and process automation (Results awaited).

PREVIOUS ASSIGNMENTS

Aug'04-Apr'05: BirlaSoft Pvt. Ltd., Chennai as Associate

Project Overview

- ✦ eMAXXTM Renewal: Lipper Inc. - Reuters Group)
- ✦ PPF Online (In-house Product Development)

ACADEMIC CREDENTIALS

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| 2007 | Post Graduate Diploma in Business Management - Marketing from Loyola Institute of Business Administration
<i>Secured 7.8/9 GPA with 3rd Rank</i> |
| 2004 | Bachelor of Engineering - Computer Science from Sri Venkateswara College of Engineering, Chennai
<i>Secured 82.7%</i> |
| 2000 | Higher Secondary Certificate from G.K. Shetty Hindu Vidyalaya, Chennai.
<i>Secured 94% with 3rd Rank in School</i> |
| 1998 | Senior Secondary Certificate from G.K. Shetty Hindu Vidyalaya, Chennai
<i>Secured 89% with 3rd Rank in School</i> |

Academic Achievements:

- ✦ Secured "**Scholastic Achievement Award**" from LIBA during 2005-2007.

BEYOND CURRICULUM

- ✦ Actively participated in National Himalayan Cycling Expedition (Ladakh-Leh) conducted by YHAI during Sep'08 and led the women's team in the National Himalayan Trekking Expedition conducted by YHAI in May'04.
- ✦ Participated in the Western Ghat's Trekking Expedition conducted by YHAI in Sep'98
- ✦ Represented the college team as the Captain in Tamil Nadu Inter-Engineering College Tournaments - 2003-04.
- ✦ Headed the school volleyball team from 1997-99.

PERSONAL DOSSIER

Date of Birth	:	14 th March, 1982
Communication Address	:	Andheri-Kurla Road, Chakala, Mumbai-400093
Linguistic Abilities	:	English, Hindi & Tamil