

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 Kirloskar, 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

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 Ghats' 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