

RESUME

B.VIJAY GANESH
91, KVK Nagar
Industrial Estate PO
Madukarai Main Road
Coimbatore - 641 021

Email: vg8215.vg@gmail.com

Mobile : 99404-27202

Resi : 0422-2677085

CAREER OBJECTIVE

To secure a challenging position where I can effectively contribute my skills and technical knowledge and serve the company by bestowing my innovative thinking and creative ideas to make it the market leader.

WORK EXPERIENCE

- Currently working as Business Head (Pan India) for Geniies Academy (Manipal Group) for competitive training programme (NEET, JEE, CA, CS & Foundation Course) to schools (exclusively B2B business) from May 2022 to till date.
- Worked as Marketing Head - Coimbatore Region in Motion Education Ltd (Kota - NEET, IIT JEE training academy) from October 2017 to April 2022.
- Worked as Business Development Head in LANCHESTTER ACADEMY PVT LTD.(An Education Product Co.) at Coimbatore (SEPT 2015- AUG 2016).
- Worked as Area Sales Manager in TUV RHEINLAND NIFE ACADEMY PRIVATE LIMITED at Coimbatore (MAR 2014- SEPT 2014).
- Worked as Marketing Head in PARIMALAM AGENCIES at Coimbatore (JAN 2010 to FEB 2014)
- Worked as Cluster Manager in EQUITAS MICROFINANCE Pvt Ltd at Chennai (NOV 2008 to DEC 2009)
- Worked as Sales Manager in ICICI Bank Ltd., Chennai (AUGUST 2007 OCT 2008)
- Worked as Sales Development Manager in HDFC STANDARD LIFE INSURANCE Company Ltd., Chennai (JUNE 2006- JULY 2007)
- Worked as Senior Officer in ZIP TELECOM LTD, Chennai (JAN 2002- MAY 2006)

JOB PROFILE

Current Employment

- Implementing School Integrated Program of Geniies Academy's NEET, JEE, CA, CS & Foundation programme coaching at eligible schools across Tamil Nadu.
- Supporting activity for Centre growth and revenue.

Previous Employment

- At LANCHESTTER ACADEMY Pvt. Ltd - Promoting and establishing the brand WRITEWIZ , a hand writing course from LANCHESTTER ACADEMY and build business operations in respective regions.
- At TUV RHEINLAND NIFE ACADEMY PRIVATE LIMITED - Played key role in expanding business operations in promoting FIRE AND SAFETY COURSES across Tamil Nadu.
- At PARIMALAM AGENCIES- Responsible for management of timely delivery and enhancement of the firms Identity in Parimalam Agencies.
- At EQUITAS MICROFINANCE Pvt Ltd - Assisted the Regional Head in Planning, directing and coordinating the daily activities of the organization.
- At ICICI BANK - Handled the responsibilities of promoting investment products.
- At HDFC STANDARD LIFE INSURANCE Company Ltd - Responsible for recruiting financial advisers and driving business through them.

EDUCATIONAL QUALIFICATIONS

Course	Institution	Year	Marks Obtained
M. B. A	Alagappa Institute of Management, Karaikudi	1999-2001	60%
B. Com	St. Joseph s College, Trichy	1996-1999	64%

AREAS OF SPECIALIZATION

- Marketing
- Systems

PROJECT PROFILE - MBA

Project Title: Impact of New Product VITA MARIE GOLD on BRITANNIA INDUSTRIES LIMITED Products and also Competitors Products.

Project opportunity provided by Britannia Industries.

PERSONAL DETAILS

Name	:	B. Vijay Ganesh
Father's Name	:	G. Balagandhi
Date Of Birth	:	27-10-1978
Sex	:	Male
Nationality	:	Indian
Marital Status	:	Married

DECLARATION

I hereby declare that all the above furnished information is true and correct to the best of my knowledge.

Station :

Date :

(B. VIJAY GANESH)