

K.VENKATESAN

4/136(2), Star City
Theethipalayam (Near Kovai Kondattam)
Coimbatore – 641010
Mob: 99944-11275
Email: venkataswincbe@gmail.com



Objective

: To become an indispensable person in the Marketing industry
And achieve the given Target through innovative Sales.

Professional Summary:

A Marketing Professional with 30 years of experience.
Significant expertise in Marketing and Sales Team Leading.

- Having Sales experience in Heavy Engineering Industries and Industrial Products.
- Having experience in Man Management, Team Coordination, ability to handle skilled and unskilled workforce.
- Product Handled in Pneumatics, Electrical Drive, PA Products.

PROFESSIONAL EXPERIENCE

Present Employer : **URD Motors Pvt Ltd. Coimbatore,**
Designation : Sr Sales Engineer
Period : **FEB 2022 – Till Date**

Present Employer : **Festo India Pvt Ltd. Coimbatore,**
Designation : Sr Sales Engineer (Grade II)-Automotive Segment
Period : **OCT 2008 – 18.01.2021**
Reporting To : Automotive Segment manager
Product : FESTO Pneumatic Products

Job Profile

- Promote all the Products in Coimbatore region
Develop the New Customer.
- Handling Key Account Customer.
- Providing Technical knowledge to end user.
- Selling New Product
- Complete solution provider.

Responsibilities

- Concentrating on Key Result Area.
- Achieve the sales Target.
- Monitoring the competitor activity.

Achievements:

- Business generated 750 Lakes from M/s. Hirotec India. Continuous follow up and total technical support.
 - Major customers: SPM,OEM and Automobile industries Pricol, Hirotec India, Quattro Engineering, Craftsman Automation, Ats-Elgi, Elgi Rubber.
 - Introduction of more than 50 New customers in the Region.
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Previous Employer**: HAVELLS INDIA LTD, Coimbatore**

Designation : Sr Sales Engineer (Techno Commercial)
Period : Jan 2006 – Oct 2008
Reporting To : Branch manager
Product : Switch gears, MCB, RCCB, And DB Box etc.

Job Profile

- Promote the all HAVELLS Products from Coimbatore to Tirupur region retail marketing and re-distribution.
- Distributors handled M/s.Vignesh Electric Company/ALSD Syndicate.
- Project handling by individual on site
- Organizing product promotional activities like licensed
- Electricians technical meeting with products launch...
- Coordinating with Top management, product end user.
- Doing Mapping for HAVELLS Products
- Handling All the DEALER network and Key Customers.
- Customers are Architects, Civil consultants, Electrical
- Consultants

Responsibilities

- Achieve the sales Target by team coordination.
- Monitoring the competitor activity.
- Giving Presentation and Demo to the end user.
- Making the customer as 100% HAVELLS customer
- Motivate and coordinate the sale team to achieve the target.

Achievements

- Got business at M/s. PRIME ENCLAVES, M/s. Mayflower Civil Builders, Ramani Builders Coimbatore.
 - Achieved 50 % sales high on 2006.
 - Achieved 30 % sales high on 2005.
 - Highest sales of 7 Segment Db lighting Panel Boards in Tamilnadu zone.
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Previous Employer**: ADOR WELDING LTD, Coimbatore.**

Designation : Zonal Incharge-Sales
Period : Dec 2002 to Dec 2005.
Reporting To : Area Business Manager
Product : Welding machines, Welding Electrodes and Accessories.

Job Profile

- Promoting ADOR Products in Coimbatore and Tirupur
- Providing Technical Support to customers.

- Providing solution for welding related problem to Customer.
- Handling Key Account Customers LMW, PSG Foundry.
- Direct Marketing on all foundry and sugar industries.

Responsibilities

- Achieve the sales Target by team coordination.
- Monitoring the competitor activity.
- Preparing the Sales Analysis for forecast.

Achievements

- Target is 90 lakh per annum as performed positively.
- 8 Nos of MIG welding, machine with 400 Amps sold in M/s Super springs worth 5 lakh.
- Sales increased 18 lakh per year in a given target in 1month.

Previous Employer

: COIMBATORE MACHINERY & METAL MART, Coimbatore.

Designation : Sr Executive-marketing
 Period : June 1996 to Nov 2002.
 Reporting To : Managing Director
 Product : CHICAGO PNEUMATIC TOOLS and LEGRIS PNEUMATIC

Job Profile:

- ❖ Looking after CP Pneumatic tools and LEGRIS Pneumatic Products
- ❖ AEG Electric Power tools (Drilling, Hammer Drill, Demolishing Equipments and Electric screw drivers,)
- ❖ Direct marketing in all engineering Industries.
- ❖ Complete sales in whole Salem Dist & Coimbatore Dist.
- ❖ All Automobile authorized workshops for 2 & 4 wheelers service centers.

Achievements:

- CAG TAFE implemented all pneumatic tools and equipments
- Turn key process works handled in all Automobile sectors.

Previous Employer

: HMP ENGINEERS, Coimbatore.

Designation : Marketing Officer
 Period : June 1991 to May 1996
 Reporting To : Area Manager-Sales
 Product : RALLI WOLF-Electrical Power Tools.

Job Profile:

HMP ENGINEERS LTD is a manufactures of RALLI WOLF electric power tools in Mumbai, The Company has its core business in Customized in all industries.

- Direct Marketing in all engineering Industries in Coimbatore.
- Through Dealer network CBE exclusively.

- Customers' ranges are all type of Small scale to large scale industries.
 - Handling Electric hand grinding machine and deburring tools.
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COMPUTER PROFICIENCY:

MS-DOS Operating Systems, OFFICE 2003 and OFFICE 2007
POWER POINT and OUTLOOK EXPRESS 2007.

EDUCATIONAL QUALIFICATION:

SSLC	: Ramakrishna saradha higher secondary school, Salem
Percentage Of marks	: 63%
Period	: 1986-1987

TECHNICAL QUALIFICATION:

Diploma in Mechanical Engg	: Thiagarajar Polytechnic, Salem Board of Technical Education, Chennai.
Percentage Of marks	: 61%
Period	: 1988-1991

Personal Information:

Sex	: Male
Date of Birth	: 19.03.1970
Father's Name	: A.Krishnamoorthy
Languages Speak	: English, Tamil, Telugu,
Languages Write	: English, Tamil.
Languages Read	: English, Tamil, Hindi

Permanent Address:

Ste no: 39, Star City,
Theethipalayam (Near Kovai Kondattam),
Coimbatore-641010.
Phone No: 99944-11275

Total CTC Per Annum: 12.36 L