

High- energy professional aiming for leadership level position in Business development, Sales & Marketing Management

Revenue & Growth Strategist offering 20 years of rich experience in Sales & Marketing Management, Business Development, Marketing, Strategy, Process Excellence and Analyst functions with qualities in analytical approach, problem solving, leadership and Operations Management. Expertise in providing the best customer experience possible for the ultimate benefit of the customers.

Possesses a variety of competencies that set him apart from other candidates, including an ability to deliver on brand values, inspire people and drive business results. Able to **retain company policy** at the heart of every decision by ensuring that various department managers are up to date with policies and procedures.

Motivated and goal driven team leader with strong work ethics, continuously striving for improvement coupled with excellent administrative aptitude and the commitment to offer quality work. Adroit in providing leadership, vision and direction to multi-disciplinary teams. **A strong team leader** with excellent communication, analytical, problem solving.

Proactively managing the client throughout the entire lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with senior managers to deliver winning products. Having technical product knowledge.

Premier Relationship Builder: Notable Success in designing competitiveness go-to-market Strategies, to enhance sales, build consumer preference, develop p strategic alliances/partnerships, reach out to new markets/ key accounts & accomplish multi-fold revenue increase.

Results-driven Leader; leading all aspects of Profit Center Operations entailing Strategy Planning, Market Opportunity Identification, Business Negotiations, Contracts/Documentation, Equipment Asset Management, KPIs Analysis (Commercial, controlling, MIS & Costing Analysis) with key focus on P&L.

AREAS OF IMPACT:



SIGNIFICANT HIGHLIGHTS

- Experience in the marketing of electronic & digital test & measuring instruments, Motor, Gearbox, SPM, Automation, process control instruments, environmental & pollution control instruments and power electronics equipment, Gas Analyser, Oxygen Analyser, Dust and Emission monitors Etc., .
- Well versed in managing a diverse client base – All Types of Industries, Pharma/Chemicals, Papers, OEM's, Utilities, defence labs, DRDL, BDL, ISRO, RCI,HAL,DMRL,NAVY,BHEL,BEL,ECIL,CPRI Etc., Indian Railway, SCCL, academic institutions and R&D institute in the government and private sector. EPC Contractors, Infra, Oil & Gas, Paper industries Etc.,
- Skilled in preparing competitive quotations against government & PSU tenders and following up to secure orders. Adept in liaising with customers, contractors and consultants in understanding requirements and developing cost effective customized solutions.

PROFESSIONAL EXPERIENCE

**Since Oct'19 as Sales Manager in Rotomotive Powerdrives India Ltd,
Dec'15-Sep'19 as Sales Manager in Adept Fluidyne Pvt. Ltd.,
Feb'13-Feb'15 as Branch Manager in MEL Systems and Services Ltd.,**

Roles and Responsibilities:

- Developing strategies and plans for marketing the products of both the companies to a diverse client base.
- Preparing quotations for participation in tenders issued by various government departments, institutions,
- Coordinating with consultants and contractors to monitor market and identify potential for incremental business. Training marketing staff to build technical & commercial skills and motivate them in achieving individual and team target.
- Significantly converted a few new clients for the current organization in this function.
- Negotiating mutually profitable business plans with clients.
- Being a central point of information for business relationship relate matters.
- Identifying, acquiring, developing and maintaining customer relationships.
- Delivering excellent customer service and coming up with ideas to improve customer relationships.
- Processing a high volume of daily phone calls and email from customers.
- Maintaining up to date knowledge of competitor activity, products and services.
- Attending and contributing at sales meetings. Prospecting new customers.
- Answering product related questions from customers.
- Keeping in touch with customers through personal visits, telephone calls and correspondence.

Dec'11-Jan'13 as Area Sales Manager in Motwane Manufacturing Industries Pvt. Ltd.

Roles and Responsibilities:

- Reported to the MD Sales in managing the Hyderabad office as a profit center.
- Developed strategies and plans for marketing the products of both the companies to a diverse client base.
- Prepared quotations for participation in tenders issued by various government departments, institutions, public sector units and other organizations.
- Coordinated submission of offers and follow up for securing orders.
- Interacted with customers to understand requirements and provide customized solutions.

INITIAL EXPERIENCE

**Nov'04-Dec'11 as Sales Manager in Kusam Electrical Industries Ltd.
Dec'02-Nov'04 as Sales Engineer in C M Equipment & Instruments India Pvt. Ltd.**

ACADEMICS & CREDENTIALS

**Diploma Electronics and Communications Engineering
B Tech Electrical & Electronic Engineering**

IT SKILLS

- MS Office (Word, Excel, PowerPoint) & Internet Applications

PERSONAL DETAILS

Date of Birth: 20-07-74|**Languages Known:** Kannada, Telugu, English, Hindi
Address: Bangalore, Hyderabad