

Rohan J Thoompunkal



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International Sales & Marketing| Business Development and Strategy

Utilization of my skills in a stimulating environment that offers continuous learning opportunity for career advancement. To excel and specialize in core functional areas of my inclination, emerge as a resource of repute and to contribute significantly to the growth of the company

Executive Profile

- › **MBA in International Business & Management** offering over 4 years of experience in **International Sales & Marketing and Business Development in various organizations**
- › Efficient organizer, motivator, team player and a decisive leader with management skills to motivate teams to excel and win, supervised the Engineering Team of 4 Business developers and **exceeded the revenue by 25 Cr. per year**
- › Enterprising leader & planner, led the commencement of 24x7x30 concept at DESMI which boosted KPIs and improved brand image
- › Merit of generating leads by participating in National / International Trade Fairs, Conferences & Online Directory Search and qualifying them through cold calling.
- › An ambitious & dedicated professional with strong communication, coordination, analytical, exhibiting negotiation & networking skills

Education & Credentials

- › **MBA (International Business & Management and finance)** from ICFAI business school
- › **Research in Strategic Management ICFAI**
- › **B.E. (Mechanical)** from Karunya University Coimbatore and passed out in 2014

Core Competencies

Sales & Marketing

Business Development

Supply Chain Analysis

Market Research / Expansion

Statistical Analysis

Strategic Planning & Implementation

Distributor / Channel Management

B2B Marketing

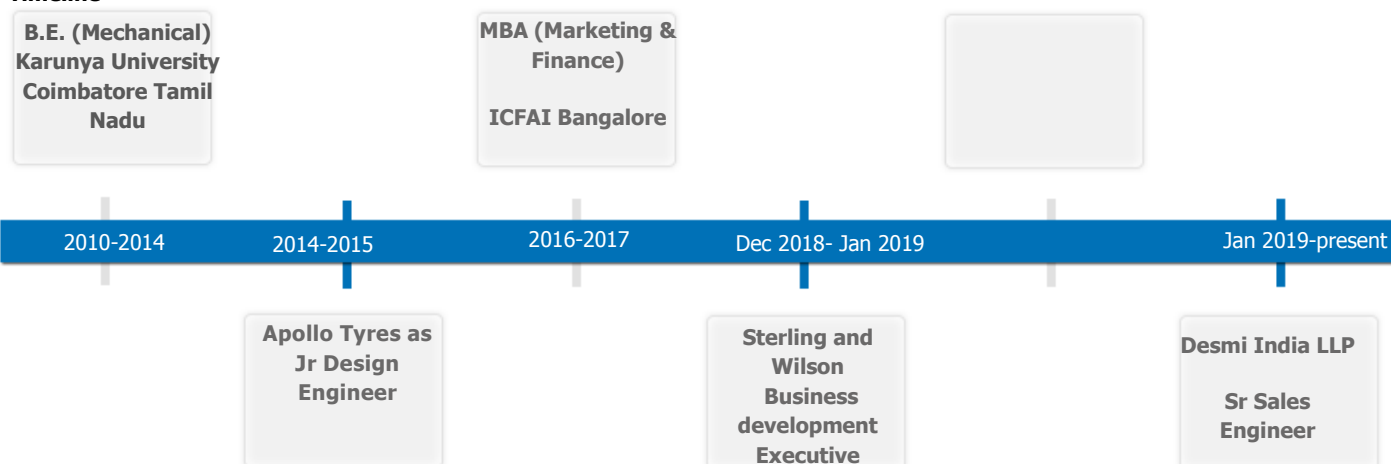
Contract Management

Client Acquisition

Shipment Handling

Client Relationship Management

Timeline



Professional Experience

Desmi India LLP

Sr Sales Engineer- PAN INDIA, Sri Lanka, Maldives and Bangladesh

Jan 19 – Present

Role:

- Achieving the given sales target and going above and beyond what is required for the oil spill response and recovery segment for ports, oil agencies and the Indian Navy and the Indian Coast Guard
- Developing greenfield and brownfield projects across the given geographical location
- Managed bid and submit techno-commercial proposal, suitable for Customers from all perspectives.
- Actively engaged with internal & external stakeholders (Clients, Vendors, Sub-Contractors, Government agencies and others across the Project Value chain) to close the deal.
- Derived value out of the established relationship, with win-win approach to boost sustainable Business
- Formulated strategies leading to negotiating, closing and signing of EPC, MEP Contracts in Oceania.
- Searched prospective companies for pre-qualifications to partner & bid for Projects.
- Appointing dealers and agents who have the integral capacity and the right connections to the top and bottom management
- Conducting marketing campaigns offline and online like participating in seminars, exhibitions, digital marketing, email campaigns social media marketing etc
- Updating the sales funnel and proactively maintaining the offer bank through data analysis and MIS reports
- Collecting on pending payments and follow ups
- Conducting training and offering maintenance contracts for equipment that has already been sold to the customer ie, cross-selling and up selling.
- Handled a small sales team and guided them in achieving individualistic targets.
- Conducting training, and educative campaigns across engineering, technical institutes and schools on the importance of waste and pollution management
- Planning and implementing CSR initiatives.
- Turnkey project estimation and feasibility testing
- Providing customers with financial as well as product solutions.

Highlights:

- Recognized as no. 1 sales contributor for exceeding sales revenue by 25% by rendering excellent customer service
- Executed market promotional programs such as know your customer strategy to drive numbers; enhanced sales by 20%
- Assisted in promoting sales of High Value Unlimited Calling Plans XL, XM, XS and achieved maximum sales in the same category within a span of 3 Months
- Appointed relevant distributors and dealers in the given region and achieved the targets through them too.
- Biggest orders executed for government ports and the Indian Coast guard totaling almost 30 Cr

Sterling and Wilson Powergen division

Business Development executive – International Sales (Sri Lanka and Maldives)

Dec 18– Jan 19

Role:

- Managed the sales of Gensets from 10 Kva to 2250 Kva
- Complete customer mapping of the region
- Dealt with customers of various nationalities while ensuring excellent client experience for them by understanding their psychological buying behavior
- Rendered demos of the products in-line with the customer requirement
- Maintained knowledge of current sales & promotions, policies regarding payment, exchanges & security practices
- Made suggestions and encouraged purchase of higher value products for up-selling by bringing out its benefits and advantages to the customers
- Updated sales records & other MIS reports
- Partnered with agents and distributors throughout Sri Lanka and Maldives for sales and after sales services
- Conducting marketing campaigns throughout the given geographical regions
- Data analysis and maintenance of order book and analysis of execution strategy
- Conducting educational seminars and workshops for engineering and ITI institutes to give hands on training.
- Developing distributor and agent network

Highlights:

- Revenue of almost 7.5 Cr generated from the commercial and industrial building sector across Sri Lanka

- Managed nearly 10 Distributors by rendering outstanding support and maintaining stock in collaboration with warehouse supervisors.
- Excellent customer service award for timely execution of maintenance contracts
- Partnering with the Sri Lankan Government to conduct the power to poverty campaign in civil war torn areas like Jaffna and Kilinochi in Sri Lanka

Apollo Tyres, Kochi **Jr Design Engineer**

Jun 2014 – Nov 2015

Role:

- Played a key role in using design tools like Auto CaD (2D and 3D) to implement and draw tyre processing parts and machines.
- Sales negotiation with the third party contractors and manufacturers on the manufactured parts.

Internship

Organization: Wockhardt Pharmaceuticals

Title: Brand Manager

Designation: Intern

Period: Feb' 16 – May' 16

Responsibility: The company had launched a new insulin delivery device and I was responsible for assessing the launch effectiveness of the product by designing and administering questionnaires, conducting interviews for doctors, patients and the sales force based on which I analyzed the product's position in the Indian market.

Additional Qualifications:

Cambridge ESOL level 1 certificate in business English (Vantage level Grade B).

Certificate of excellence in robotics (Robotics academy of USA).

Certificate of excellence in solar power and sustainable development.

Excel Certified

Word Certified

Powerpoint certified

R certified

Research in strategic management

PG in Digital Marketing and data analytics (IMT Gaziabad)

Extra Circular activities:

District level basket ball player.

Paper presentation, conducted by NSS college of engineering, Palakkad.

Paper presentation, conducted by NIT Calicut, Calicut.

Finance club of ICFAI

Writer for my engineering college magazine.

Music and movies

Reading books and writing

Certificate of appreciation from Desmi India LLP for going above and beyond in fulfilling the targets.

Personal Details

Date of Birth: 2nd January 1992

Languages Known: English, Hindi, Tamil, Malayalam

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