J.GEORGE BIRLA BOSE

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# CARRER OBJECTIVES

To give my best in my professional pursuit for overall benefit and growth of the company that I serve by facing the challenges will show my caliber and gain some experience.

# EXPERIENCE

**ASHOK LEYLAND LTD,Chennai**

**Deputy Manager** DECEMBER 2022-PRESENT

* Planning Strategies and techniques necessary for achieving Sales targets & Market Share for both Offtake & Retail.
* Responsible for planning, pricing & invoicing of commercial vehicles for Cost to Dealer & Cost to Customer.
* Responsible of Dealer Performance Index Score on Respective territories & Outlets and ensuring attributes are met accordingly.
* Ensuring Market Action Plans such as Customer meet, Financier Engagements, Roadshows, Demo’s, Etc. With respect to segments on Intermediate Commercial Vehicles, Long Haulage’s & Construction & Mining.
* Driving dealer sales team on day to day retail & offtake sales and ensuring parameters are met before deadlines.

**TATA HITACHI CONSTRUCTION MACHINERY COMPANY PVT LTD, Chennai**

**Assistant Manager** APRIL 2020-DECEMBER 2022

* Documenting, evaluating, monitoring for sales & marketing report plan and process to comply with company guideline
* Exploring marketing opportunities with dealers and conducting activities such as Road shows, Financiers Meet, Customer meet, Operators meet
* Leading Sales and Marketing in Northern Tamilnadu &Andaman & Nicobar Islands for Backhoe Loaders & Mini Excavators
* Handling OEM to Dealers & supporting Dealer to Customer Business.
* Engage and align with dealer sales and marketing team to drive holistic B2B & B2C business.
* Ensuring active participation in government tenders

# SCHWING STETTER INDIA PVT LTD, Chennai-

**Sales Engineer** OCTOBER 2019-MARCH 2020

* Generate New Business opportunities through outbound, Social, and targeted sales campaigns.
* Conducting various marketing activities such as Road shows, Financiers Meet, Vendors meet, customer meet, operators meet.
* Managing of CRM accounts.
* Increasing market share of Batching plants, Self-loading Mixers, Concrete Pumps., etc.,

# SCHWING STETTER INDIA PVT LTD,Chennai

**Graduate Engineer Trainee(Unit Sales)** MAY 2018-SEPTEMBER 2019

* + Generate new enquiries and converting them to orders.
  + Technical Co-ordination with customers.
  + Sales & Marketing of Batching Plants, Loaders, Self-Loaders, Concrete Pumps, etc.,
  + Identifying Potential Builders & Contractors from Various Government Organizations such as NHAI,Corporation,MAWS,CMWSSB,PWD,Highways,etc.,

# EDUCATION

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course** | **Institution** | **University** | **Marks** | **Year of Joining** | **Month &Year of**  **Passing** |
| MBA (Operations  Management) | Anna University | Anna  University | 6.5  CGPA | May 2021 | Pursing |
| B.E  (Mechanical) | KCG College of Technology, Chennai | Anna University | 6.75  CGPA | May 2014 | May 2018 |

**SKILLS**

* **Design Tools:** AUTOCAD
* Microsoft Office
* **Digital Marketing** (SEO, SEM, E mail Marketing)
* **CRM** Salesforce, DMS
* Video Editing Software’s : Davinci Resolve
* Photoshop
* **SAP** –(CRM,DBM,ECC)

# Others:

* Problem Solving
* Product Development
* Presentation Skills
* Effective Communication

# ACHIEVEMENTS

* Increased Mini Excavator Market share from 50% to 75%
* One of the Top Ten Sales Engineers in Self Loading Mixers in PAN INDIA.
* Have increased market share in Self Loading Mixer Business by 80% in Chennai Region.
* Have converted 80% of new customers from competition.
* Have Sold the first Self Loading Mixer in several districts of Tamilnadu and has increased market share subsequently.

# LANGUAGES KNOWN

English & Tamil