

Vikram BalasubramanianFeatured Resume

National Key Accounts Manager seeking roles in Sales,Marketing,Business Development,Channel Development,Distribution Management,Key Accounts Management,Client Servicing,Relationship Management,Strategic Planning,Brand Management,Market Research

Current Designation: Senior Manager Operations

Current Company: CPM Sales & Marketing Pvt Ltd

Current Location: Mumbai

Pref. Location: Bengaluru / Bangalore,Mumbai

Functional Area: Sales / BD

Role: Key Account Manager

Industry: FMCG/Foods/Beverage

Marital Status: Married

Total Experience: 10 Year(s) 0 Month(s)

Notice Period: 1 Month

Highest Degree: MBA/PGDM [Marketing]

Key Skills: National Key Accounts Manager,Marketing,Business Development,Channel Development,Distribution Management,Key Accounts Management,Client Servicing,Relationship Management,Strategic Planning,Brand Management,Market Research,Channel Sales

Verified : Phone Number | Email - id

ID: 48078373777b2b7f21Last Active: 17-Sep-20Last Modified: 17-Sep-20

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Summary

Competent, diligent and result oriented professional with over 11+ years of experience in propelling sales and business development of various product lines, general administration, strategy formulation, business operations, budget development/ implementation, market research across Fast Moving Consumer Goods (FMCG) sector; presently associated with Rakyan Beverages Pvt Ltd as a National KAM MT & E Comm.

Capable of creating and developing strong network of channel partners ? dealers, distributors etc. to widen product distribution and deeper market penetration. Hands on experience in trading with Modern format retailers like (Avenue supermarts Ltd, Future retail Ltd, Hypercity, Reliance Retail, Magnet, Star Bazaar, (Gourmet stores) ? Natures Basket, and (Institutional buyer?s).

Work Experience

CPM Sales & Marketing Pvt Ltd as Senior Manager Operations

Jul 2019 to Till Date

- * I handle the Pan India national operations for Kellogg's India Ltd (Modern trade & General Trade) , by planning, deploying the manpower to the stores.

- * Auditing as per the parameters as specified by Customer Marketing manager to evaluate shop scores.

- * I have a total team size of 4 Regional Managers, 17 Area Executives, 3 MIS Executives and 506 In store promoters & Merchandisers reporting to me.

- * I am responsible for their timely recruitment, training, deployment, driving efficiency.

Rakyan Beverage Pvt Ltd (Raw Pressery Juices) as National Key Accounts Manager

May 2017 to Jul 2019

Handling the Key Accounts Chains like Future value retail ltd, Avenue Supermarket, ABRL, Godrej Natures Basket also Handling E Commerce business like Big basket, Amazon, Swiggy, for Pan India Level.

Key interface between the category buyers for the accounts handled and the internal stake holders.

Analyze market needs and develop account plans.

Having a Joint business plan with the category buyers, deciding upon the targets, budgets, quarterly plan.

Liaise with the buyers / merchandising managers to negotiate offers to be run in the account nationally/regionally.

Responsible for customer management, sales growth & market share for the account.

Ensure on time NPD's, promotions, stocks in's and quick response to identified problems.

Leverage understanding of the retailers / customers and their ways of working to drive Customer Delight.

Responsible for secondary sales development for all assigned product categories, Distribution management.

Create, implement, execute and manage marketing and promotional campaigns and activity through the partner.

Regularly provide channel partner information and business activity to the internal team and deliver monthly sales forecast updates on a weekly basis.

Work closely and maintain strong working relationship with Sales and Marketing Team to ensure greater channel sales development and sell through contribution.

Maintain steady in-store visits to ensure implementation of brand presence and visibility for driving brand returns.

Loreal India Pvt Ltd as Business Development Executive

Feb 2013 to Aug 2016

Business Development Executive - Handling the CPD Division business for Loreal India Pvt Ltd.

(Mass business brands - Loreal, Garnier, and Maybelline) Exclusive Modern trade BDE handling sales operations of all Modern retail chains of Mumbai also handled Modern retail sales operations in Pune + PCMC Mkt.

Analyze and adapt new strategies to react to changing business trends. Study and understand market trends and knowing how they affect the accounts.

Maximize volume and revenue in key assigned accounts by utilizing fact-based selling methods. Cultivate strong relationships with customers while leading a team and managing a resource pool of over 2 PSR, 30 promoters, 8 Hair colour advisers and 2 Merchandisers.

Initiate the personal selling activity of premium hair colors and cosmetic brands. Appoint dedicated promoters in Modern retail stores, who will do the personal selling of hair colors to customers.

Handling a distributor and responsible for secondary and primary sales target achievement for mass product categories including hair care, hair color, skin care and cosmetics.

Involve in category and channel development. Designing and executing activations, schemes and incentives to sustainably drive sales growth and market shares.

Plan brand wise - sku wise, monthly sales targets and discuss various strategy, match our strategy with the calendar plan of the retailer on quarterly basis to understand and there by co-ordinate to perform various BTL activities and sales offers to achieve the sales targets as planned.

Plan various in store BTL activities as per calendar year - customer engagement program, sampling, trade shows, ask for budgets to undertake these various activities. Calculate ROI, offtake data analysis, customer conversation rate.

Carrying out sales planning and forecasting, co-ordinate with supply chain team for better services and availability. Ensuring the execution of trade marketing activities, merchandising and visibility in the territory.

Building, sustaining and leveraging relationships with key customers in order to streamline inputs and develop the business. Ensuring in store excellence through impactful visibility execution and sustenance of share of shelf across categories.

Managing distributor ROI by rationalizing Investments and driving efficiency of costs leading to consistently growing business.

Coordinating with ASM, KAM team and execute all the brand activities as per the agreed calendar in area. Involve in resource planning as per budget i.e. man power (promoters), counter set up, branding elements, sampling.

GENERAL MILLS INDIA PVT LTD as Sales officer

Apr 2009 to Jul 2011

Initiated the personal selling activity of Cake mixes (Betty Crocker & Pillsbury) appointing dedicated promoters who will do the activity by setting up sales counters in Modern retail chains for doing personnel selling & sampling activity of cake mixes there by increasing the sales to Cake mix category 120%.

Initiated offers like buy cake mixes & get Icing for a discount of 50% there by increasing the sales volume to 40%.

CAPITAL FOODS LTD as Management Trainee

May 2008 to Apr 2009

I was working as a management trainee was handling the Modern trade file operations for Capital foods Ltd (Tree of life India Pvt Ltd)

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Education

UG: BHM (Hotel Management) from Mumbai University in 2008

PG: MBA/PGDM (Marketing) from IES College of Management Studies (Bandra), Mumbai University in 2013

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IT Skills

Skill Name	Version Last Used		Experience
Microsoft Office	New	2013	7 Year(s)
WINDOWS	New	2010	15 Year(s)
INTERNET APPLICATIONS	New	2010	15 Year(s)

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Languages Known