

# GLEETO THIMOTHY

Mobile: 09995860771

E-Mail: gleeto@gmail.com

## Sales, Managing & Business Development Professional – An Overview

- ❑ Over **17 years** of comprehensive experience in Administration, Sales, Business Development & Team Management with well known organizations.
- ❑ A visionary with verifiable year after year success achieving Revenue, Profit & Business Growth objectives within start-up, turnaround and rapid-change environments in diverse sectors.
- ❑ Extensive experience in setting up and managing business operations which require deep understanding of critical business drivers in markets and industries; highly successful in building relationships with upper-level decision makers and business partners.
- ❑ A proactive leader and planner with cross-functional expertise in planning, market penetration, product launch & management, key account management with skills in P&L management and market analysis.
- ❑ An effective communicator & team leader combined with flexible & detail oriented attitude with ability to interact effectively with people of diverse nationalities.

## CORE COMPETENCIES

### ❖ Team Management

### ❖ Retail & B2B Sales

### ❖ Strategic & Tactical

### Planning

### ❖ Market Development &

### Expansion

### ❖ HR Management

### ❖ Business Development

### ❖ Product Management

### ❖ Channel Management

### ❖ Relationship Management

❑ **Team Management:** Managing the tasks including manpower planning & training of Sales Teams. Creating an environment that sustains and encourage high performance; motivating teams in optimizing their contribution levels.

❑ **Sales:** Overseeing sales activities; forecasted monthly/quarterly sales targets. Maximized the sales and profit in assigned region.

❑ **Business Planning:** Devising effective strategy with a view to achieve top line and bottom line profitability of the organization.

❑ **Marketing:** Managing Marketing Operations for achieving increased growth & top-line profitability.

❑ **HR Management:** Implementing the HR policies in to the system including recruitment, training, development & performance appraisal. Monitoring the compensation trends, sourcing and screening of the resumes and identifying the manpower requirements through skills.

❑ **Business Development:** Identifying potential markets; developing potential clients in the targeted markets/industries.

❑ **Product Management:** Identifying market opportunities, developed business cases and delivered a successful product.

❑ **Channel Management:** Establishing strategic alliances / tie-ups with financially strong and reliable channel partners.

❑ **Relationship Management:** Managing and maintaining a good friendly relationship with business partners with an ability to inspire and influence them and to communicate and build bonds with them.

---

## EMPLOYMENT DETAILS

**Vishal Mega Mart (Apparel & Hypermarket Industry) Perumbavoor**

**Jan'24 – May'25**

### **As Showroom Manager (Sales & Marketing)**

#### **Role:**

- ☐ Overseeing the end-to-end operations of a high-footfall hypermarket, managing Apparel, General Merchandise (GM), and FMCG categories.
- ☐ Implementing sales promotional activities for brand building & market development.
- ☐ Achieved Key Performance Indicators (KPIs) and Driving sales growth, ensuring achievement of monthly and annual revenue targets.
- ☐ Analyzed market trends, customer behavior, and sales data to optimize local marketing strategies and identify growth opportunities.
- ☐ Recruiting Sales team, conducting new employee orientation programmes, administering staff consultation and addressing their grievance.
- ☐ Managing inventory planning, stock replenishment, and shrinkage control to optimize profitability.

#### **Highlights:**

- ☐ Coordinating with vendors and suppliers for timely procurement and maintaining optimal stock levels.
  - ☐ Managed in-store promotions, seasonal campaigns, and visual merchandising strategies to enhance customer experience and increase conversion rates.
  - ☐ Overachieved the store targets and received the performance pay for the same
  - ☐ Executed new product launch plans, including POP material coordination, training of staff, and event-based activations.
- 

**Reliance Trends (Apparel Industry) Kodungallur**

**Feb'22 – Sep'23**

### **As Showroom Manager**

#### **Role:**

- ☐ Providing leadership, training and managing a team of Customer Care Executives.
- ☐ Implementing sales promotional activities for brand building & market development.
- ☐ Complete management of the store & co-ordination of the entire team of Sales, Operations.
- ☐ Steering initiatives towards achieving the set targets & goals of the organization.
- ☐ Review performance of team members and to improve their productivity.
- ☐ Recruiting Sales team, conducting new employee orientation programmes, administering staff consultation and addressing their grievance.

#### **Highlights:**

- ☐ Effectively conveyed the strategies and planning of the company and operating system in to the subordinates
  - ☐ Created a friendly relationship with the brand partners which helped in increasing the sales even when the market is affected by the pandemic situations.
  - ☐ Overachieved the store targets and received the performance pay for the same
-

**As Area Manager Feb'18 - Feb'22****Role:**

- ☐ Established sales goals, managed budgets and devised sales forecasts.
- ☐ Leading SMs to achieve their next appraisal levels by giving value addition tips.
- ☐ Implementing sales promotional activities for brand building & market development.
- ☐ Complete management of the store & co-ordination of the entire team of Sales, Operations.
- ☐ Steering initiatives towards achieving the set targets & goals of the organization.

**Highlights:**

- ☐ Effectively conveyed the strategies and planning of the company and operating system in to the subordinates
- ☐ Created a friendly relationship with the brand partners which helped in increasing the sales even when the market is affected by the pandemic situations.
- ☐ Overachieved the appraisal targets and received the performance pay for the same

**As Store Manager June'10 - Jan'18****Role:**

- ☐ Responsible for every phase day-to-day store operations.
- ☐ Providing leadership and management to the team of Customer Care Executives.
- ☐ Review performance of team members and to improve their productivity.

**Highlights:**

- ☐ Achieved the targeted sales in the first month of joining and received appreciation for achieving the 100% target
- ☐ Completely changed the visualization of the products to the customers which inturn helps in getting much better customer walk-ins which increases the total sale to a better extend.
- ☐ Motivated the team and made them able to close sale by providing value added customer service by resolving customer issues & ensuring their satisfaction with product & service norms.
- ☐ Managed the team to interact with the customers & obtain their feedback.
- ☐ Trained the subordinates well which helps them to coordinate with the customers & to achieve personal & business goals.

**As Senior Manager****Role:**

- ☐ Steering initiatives towards achieving the set targets & goals of the organization.
- ☐ Heading the recruitment of prospective Financial Advisors & arranging training to advisors for providing them product training & to achieve their individual targets
- ☐ Reviewing performance of team members & taking steps to improve their productivity.
- ☐ Recruiting Sales team, conducting new employee orientation programmes, administering staff consultation and addressing their grievance.

**Highlights:**

- ☐ Overachieved the appraisal targets and received the performance pay for the same
- ☐ Carrying out internal & external customer handling at utmost priority with high satisfaction level.
- ☐ Customer Relationship Management, Motivation skills, Leadership quality and team development skill
- ☐ Achieved Internal contests.
- ☐ Responsible for personnel management, merchandise selection and presentation and store operations.
- ☐ Managed the team to interact with the customers & obtain their feedback.
- ☐ Managed a team of 65 members.

---

**PETER ENGLAND (Apparel Industry) Thrissur****Aug'08 - July'09****As Store Manager**

---

**Role:**

- ☐ Motivating Sales team, conducting new employee orientation programmes, administering staff consultation and addressing their grievance
- ☐ Maintaining staff records, co-ordinating employee performance & appraisal programmes
- ☐ Meeting the targets through the sales team
- ☐ Prospecting new channel partners and doing business through them
- ☐ Inventing & implementing new marketing strategies.
- ☐ Maximized sales and profitability of assigned areas through execution of company programs.

**Highlights:**

- ☐ Handled large size channel partners & corporate clients.
  - ☐ Handled sales tracking and reporting, inventory control.
  - ☐ Managed the stores stock & helped in increasing sales.
  - ☐ Managed all aspects of merchandising, window displays, and stocking.
  - ☐ New Policy's designed to suit the regional markets and needs of customers
  - ☐ Appreciation letter received for outstanding performance
- 

**LIVE-IN Jeans (Apparel Industry) Thrissur****June'06 - July'08****As Store Manager**

---

**Role:**

- ☐ Steering initiatives for handling a gamut of tasks pertaining to the following activities:
- ☐ Maintaining staff records, co-ordinating employee performance & appraisal programmes
- ☐ Meeting the targets through the sales team
- ☐ Negotiating with Corporate clients and fixing the deals.
- ☐ Inventing & implementing new marketing strategies.
- ☐ Handling Budgeting and Projections for every quarter and planning for the complete year.
- ☐ Achieved the highest sales growth in region; store was chosen as a model store for state.

**Highlights:**

- ☐ Handled large size channel partners & corporate clients.
- ☐ Managed a good sales team.
- ☐ Managed the stores stock & helped in increasing sales.
- ☐ New Policy's designed to suit the regional markets and needs of customers
- ☐ Appreciation letter received for outstanding performance
- ☐ Managed the team to interact with the customers & obtain their feedback.

---

### COMPUTER PROFICIENCY

- ☐ Windows & SAP Knowledge.
- ☐ Retail Pos, Shoper 9
- ☐ Tally
- ☐ MS Office.
- ☐ Diploma in Computer Animation.

---

### EDUCATIONAL CREDENTIAL

- ☐ **MBA-HR** from Bharathiar University in 2012.
- ☐ **BBA** from Annamalai University in 2009.
- ☐ **DIPLOMA IN ANIMATION** from UNITED Computers in 2009.

---

### PERSONAL DETAILS

**Date of Birth** : 30<sup>th</sup> Sep 1987  
**Languages Known** : English, Tamil, Malayalam &. Hindi  
**Address** : Kalluttuzhi House,Puliparambu,Ollukkara P. O,Thrissur -680655,  
Kerala, India.  
**Contact Number** : Mob: 91-9995860771 Res: 91-8891672278  
**Email** : gleeto@gmail.com