

GLEETO THIMOTHY

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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
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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.
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Reliance Trends (Apparel Industry) Kodungallur	Feb'22 – Sep'23
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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
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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
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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 : 30th Sep 1987
Languages Known : English, Tamil, Malayalam & Hindi
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