

Nandakumar D

 www.linkedin.com/in/NandakumarDamodaran

Rich experience in repeatedly expanding business & revenue growth in changing markets and heading successful businesses; targeting senior level assignments in **Sales & Business Development** with a reputed organization/ aspirational start-up

Career Summary

- A highly accomplished professional with **nearly 25 years** of extensive experience in managing **Business Development and Sales** with an overall business perspective in Retail, Agriculture, Finance and Telecom industry
- **Excellent career chronicle** in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities in assigned territory and generating multi-million dollar business
- **Working with a key focus on top & bottom line profitability & customer satisfaction** by ensuring optimal utilization of resources as well as handholding of business partners & other key stakeholders
- *Engaged in the micro-planning and execution of new launches in FMCG & Telecom*
- *Highly engaged in Capability Building & Training of the Sales team by making work-ways for different role holders & creating / executing programs to build the skill levels in line with the demand from the respective roles*
- **Exceptional motivator & strategist**, skilled in stabilizing operations, addressing volatile regulatory requirements, and top grading business offerings to deliver top line & bottom line business growth
- **An out-of-the-box thinker** with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives



Education

- MBA from Madras University in 1995
- B.Sc. (Computer Science) from Bharathiar University, Coimbatore in 1992

Career Timeline



Contact

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Core Competencies

Strategic Planning & Execution
Business Development
Channel Management
Trade Marketing & Distribution
Retail Operations
Rural Marketing
Product Lifecycle Management
Market Research / Trends Analysis
Key Account Management
Category Management

Soft Skills

Analytical
Leader
Change Agent
Motivator
Collaborator

Professional Experience

Since Feb'13 Godfrey Phillips India Ltd., New Delhi

Growth Path/ Deputation:

Since Oct' 21 National Sales Development Manager, India

Feb'18 – Sep'22 Regional Sales Development Manager – Delhi | UP | Haryana | Kolkata | Bihar | Jharkhand

Sep'16 – Feb'18 Regional Sales Development Manager -Mumbai | Rest of MH | Gujarat | Rajasthan |MP

Feb'13 - Sep'16 Regional Sales Development Manager – Gujarat & Rajasthan

Key Result Areas:

- Developing strong market knowledge of existing and potential clients and ensuring **business growth opportunities** aligned to company's strategic plans
- Providing in-depth **analysis of markets, industry trends**, competitors and clients to improve strategic planning and decision-making
- Focusing on successfully achieving the Regional **Gross Margin Contribution** Targets
- Capability Building** & Training of the Sales Team to match the skill levels with that of the demands from the respective roles
- Identifying and implementing **strategies for building sales team effectiveness** by promoting a spirit of cooperation between team members
- Working on **futuristic sales & distribution models** & handhold the sales team to execute the successful models
- Developing project** baselines; monitoring & controlling projects with respect to cost & budgets, resource deployment, time over-runs and quality compliance to ensure satisfactory execution of projects
- Enhancing sales** based on **market research, network management and client references**; planning and preparing approaches, pitches and proposals, participated in pricing and work order negotiations
- Creating and sustaining a dynamic environment** that fosters the development opportunities and motivates the high performance amongst the team members Capability Building & Training of the Sales Team to match the skill levels with that of the demand from the role
- Generating a database for the company by organizing promotional activities like road shows, test drives and service camps

Highlights:

- Played a key role in Successfully planning & executing Sales Force Automation which helped organization in Data Analytics enabling informed Business decisions
- Led to setting up of Telesales Operations for the selling of FMCG products. Started with an in-house pilot & further outsourced the activity to a partner handling more than 350 Tele-sellers
- As a next stage of Distribution, post-Telesales, evolved a model of e-ordering application resulting in leveraging technology & resulting cost optimization
- Widened the scope for long-term S&D Solutions like Category Specialized Salesmen working, Urban Specialization, Rural Specialization and so on
- Established Virtual Training College for the organization including ASMs & AMs from across the country for a 4 day training input; impacted trainings on GCSD (Godfrey Phillips College of Sales & Distribution) partnering with established Training content providers. This was further developed in to a Centre of Excellence which was a shift from (a) subject-centricity to people centricity, (b) Concept Understanding to Application (c) Learning Milestone to a Journey
- Sales of one of our Brand Franchisee in the territory has been growing 20% consistently for the last 2 years in a declining industry. Been a consistent winner in the Internal Sales contests in the organization.

Previous Experience

Aug 09 – Feb'13 Bharti Airtel Ltd., Mumbai

Growth Path:

Aug'09 – Jun'11 Head Distribution

Jul'11 – Feb'13 Zonal Business Manager (Mobility, DTH, Mobile Money)

Oct'95 – Aug 09 ITC Ltd., Maharashtra

Growth Path:

Oct'95 – Jul'00	Area Executive, Coimbatore (FMCG – Sales & Distribution)
Jul'00 – May'02	Area Manager, Agra Region (FMCG – Sales & Distribution)
May'02 – May'04	Assistant Manager, Lucknow
May'04 – Feb'05	Regional Manager - Marketing & Distribution, Lucknow
Feb'05 – Apr'06	Marketing Manager (Rural Distribution), Madhya Pradesh
Apr'06 – Nov'07	Category Manager (FMCG (Retail)), Hyderabad
Nov'07 – Aug'09	Branch Manager (Agri Business Division)

Training Programs & Workshops Attended

- Management Development Program on Strategic Consumer Products Marketing in Rural India – IIM Lucknow – Jun'07
- Retailing – ITC Group Programme – Managing Retail Operations – Faculties Prof Ananth Raman, Prof Rajiv Lal – Harvard Business School – June 2006 – Kolkata
- Retailing – 4th National Seminar on Agri Business – by AIMA – August 2005 – New Delhi
- Trade Marketing – Achieving Through Effective Selling (ACES) – 2003
- Trade Marketing – Distribution Edge Series – 2001
- International Exposure – Cigarette Marketing / Modern Trade Formats – 7 days visit to NEW YORK (USA) – 1999
- General Management – Competitive Management Series (CMS-B) – 1998 – Agra
- Trade Marketing – Competitive Edge Series 1, 2 and 3 – 1996 – 2000
- Finance for Airtel Business Leaders – 2010
- Leadership Training – 'Building High Performance Teams' – 2011
- Workshop by Mr Ramcharan – 'Setting Business Priorities' – 2014
- Performance Conversations – 2016
- Sales Performance Management Summit – UBS Transformance – 2019
- Reflect – 360 Degree Feedback Workshop – Godfrey Phillips India Ltd
- Emotional Intelligence – Life Coach Certificate earned from Transformation Academy - 2020

Personal Details

Date of Birth: 2nd June 1972

Languages Known: Malayalam, Hindi, Tamil and English