**Radhakrishnan Nair**

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| A highly motivated and result oriented management professional with nearly 14+ years of experience in various verticals such as Key Account Management (Sales), Sales & Distribution · Marketing & Sales · General Administration/Facility Management · Confectionery Production Operations Management (SSI unit) · Floor Operations Management in BPO Vertical · QSR Management · Distribution Centre Management |

Key Account Management · Sales & Distribution Management · Marketing & Sales · Floor Management · Team Management · Visual Management · Production Management · Bid/Tendering Management · Vendor Management · QSR Management

**AWARDS WON**

**Award Won – Eagle Marketing, Leadership Level (conferred with appreciation letter/certificate)**

*Excellence Award- Key Account Management for FY13-14*

**Award Won – Motif Inc, Leadership Level (conferred with appreciation letter/certificate)**

*Top Team Leader Award – April 2010*

*Top Team Leader Award – May 2010*

*Top Team Leader Award – June 2010*

*Quarterly Top Team Leader Award – (April, May & June 2010) Q2 2010*

*Top Team Leader Award – July 2010*

*2nd Top Team Leader Award – August 2010*

**Award Won – Motif Inc, Executive Level (conferred with appreciation letter/certificate)**

*Top Performer award by Motif (during Nesting/Training) – July 2006*

*Best Performer award by Motif with Appreciation Letter. – April 2007 & May 2007*

*Best Performer award by Motif with Appreciation Letter. – Dec 2007*

**PROFESSIONAL EXPERIENCE**

**KING MARKETING., Ahmedabad** **June 2014 – Present**

*A domestic sales and distribution firm catering 45+ wholesale & semi-wholesale firms within Gujarat region and working as CF&A for Hard Boiled candies, toffees, molded chocolates & enrobed wafer biscuits*

***Sales & Marketing Manager – Key Account Management***

* Currently heading the team managing Sales & Marketing activities
* Overall management of all the key accounts
* Developed marketing strategies to build consumer base and drive volumes
* Sales forecasting
* Evaluated marketing budgets periodically including manpower planning initiatives and ensured adherence to planned expenses.
* Planning marketing activities to achieve volume estimations and review effectiveness
* Analyzing market trends, sales performance through channels, and other critical trends
* Continuously motivating the sales team to achieve daily targets
* Monitoring competency grids and identify training needs for skill/competency up-gradation
* Negotiating for cost effective rates with suppliers & event agencies
* Smooth and effective Vendor Management
* Warehouse Management
* Acted as Single Point of Contact for Customers/Key Accounts, responsible for receivable management, any finance/taxation query, books reconciliation, settling all the discounts, schemes and initiatives, and ensuring that the firm does not suffer any financial hit
* Keeping track of remnant, expired, and damaged stocks and ensuring that no working capital is tied up in such inventory and coordinating with the sales development department to proactively ensure depletion

**Eagle Marketing, Gandhinagar Mar 2013 – May 2014**

***Territory Sales Manager***

* Sales forecasting and developing overall Sales plans for sales growth.
* Planning the territory and setting up targets for the area.
* setting up coverage plans
* Hiring the sales team
* Training/Motivating the sales team
* Appointment of Distributors
* Managing distributors/sales team on day to day
* Handles CFA operations/Transporters etc.
* Authorizes the trade schemes of distributors as per approval and send claims to HO
* Get feedback on key competitor activities pertaining to- pricing, Packaging, Consumer & Trade offer periodically and plan accordingly
* Plan and supervise sales activation at District level and drive the sales personnel’s in the allotted area
* Maintaining and strengthen the existing distributor network.

**Brooks Foods, Gandhinagar Feb 2012 – Jan 2013**

***Core Team Member – Startup***

* Site Selection and prepared feasibility report
* Long term rent/lease agreement
* Solely Designed Theme based Interiors for QSR
* Product and Menu Designing
* Cost Estimate of products
* Kitchen Equipment procurement and Installation
* Raw material procurement and safe storage process
* Continuously worked on unique & new products to be introduced in Menu
* Advertisement, flyer distribution for product awareness & brand building
* Managed P&L of the QSR store
* Handling and motivating Front line crew, kitchen crew as well as Delivery boys
* Designed combos and product of the day for driving revenue
* Introduced discounts during festive times & ensured store are decorated based on that festive theme.
* Looked after complete hygiene of the store
* Obtaining feedback from customers to improve on the quality of product and services

**Motif Inc, Ahmedabad June 2006 – Jan 2012**

***Team Leader***

* Handled a team of 25-30 Support Associates on floor - Overall managed and handled a team of individuals (Helping and enhancing with productivity, QA and other performance parameters)
* Helping Team resolve member's queries (mode: chat and email)
* Client interaction through chat and email
* Providing insight about the development through various reports to the Manager and to the above level
* Coming up with innovative ideas/feedback for the continuous improvement of the process.
* Preparing various MIS reports
* Providing Feedback, training and coaching to the mentees/trainees/associates
* Coordinating with the Client for the smooth functioning of the process
* Resource Planning according to Cost effectiveness
* Give inputs to immediate manager for staffing the resources according to the E-mail and Chat volume.
* Updating the Managers w.r.t tracking and distributing queues and in absence of them handling the same.
* Keeping a track of late reporting and break timings of agents
* Coordinating with Supervisor's/ managers for arranging pre/post shift meeting
* Keeping themselves updated with updates/Current and Emerging Issues regularly and follow up with team Goal
* Forwarding Leave / O.T / Shift Swap/W-Off swap / Movement request of agents to Manager with comments and recommendation
* Staying informed on emergency procedures and promptly report all equipment failure in absence of Managers.
* Interact with Technical support to troubleshoot system problems; provide primary local contact in absence of Manager
* Keeping the daily record of pre / post shift meetings
* Identifying and forwarding coaching needs of agents to Managers.
* Understanding the Teams problems/ Issues and resolving interpersonal issues.
* Motivating team to meet and exceed all metrics
* Grooming team for their professional growth

**MP Food Product, Gandhinagar Jan 2000 – May 2006**

***Sr. Admin. Executive***

* Ensuring the effective rendering of facilities like Canteen, Security, Safety, Front office / Mail Rom, Garden, Housekeeping, Transport & Travel and overall supervision of welfare amenities.
* Supervising housekeeping activities in the organisation & ensuring optimum utilization of funds for providing congenial work environment.
* Planning & Organizing Cultural Activities**,** Conferences and meetings; developing the necessary materials.
* Providing travel arrangements through the designated Travel Agency for Management Officials, coordinating Hotel & Car Bookings, Air & Train Tickets, Bills etc.
* Tallying all bills procured for the events /bookings/reservations and processing the same to accounts department.
* Managing the selling of scraps and complete up-keep of factory premises.
* Supervising all administrative purchases like Vehicles, Gift Articles, Diwali Purchases, Furniture & Fixtures, etc.
* Liaising with govt. Authorities viz. Police, GPCB, RTO, Department of Post Office, GEB, GIDC, etc.
* Interacting with different departments for executing maintenance of all office equipment and enhancing the efficiency.
* Supervising operations & maintenance, utilities, security, firefighting etc.
* Dealing with Printer & Stationary vendors; maintaining records of incoming/outgoing Hardware & Software.
* Overseeing the deployment of the vehicles; ensuring the maximum utilization of vehicles to reduce per head transportation cost with the possible minimum travel time, maximum occupancy and comfort level of employees.
* Coordinating with vendors and internal stake holders; developing a vendor base for cost effective procurement of office material and negotiating AMCs for maintenance of electrical equipment.
* Following up with vendors for maintenance of company assets; coordinating with mobile and landline phone operators for various services.
* Selecting & finalizing vendors for manpower & for safety systems, communication, security and equipment.
* Evaluating & executing contracting works and coordinating among consultants, contractors and clients.
* Liaising with consultants on determining technical and contractual matters.

**EDUCATION**

* **Post Graduate Diploma in Entrepreneurship Development** from Madurai Kamaraj University
* **B.A (English)** from Gujarat University.
* **HSC** from Gujarat Higher Secondary Education Board.
* **Certificate in Computing** from Indira Gandhi National Open University.
* **Certificate in MS Office and Desktop Application** from Directorate of Employment, ITI, Ahmedabad.

**LANGUAGES KNOWN**

* English , Gujarati, Hindi & Malayalam

**PERSONAL DOSSIER**

Date of Birth : 17th September 1982

Current Address : D-1/29, Takshshila Residency, Naroda-Dehgam Road, Ahmedabad, Gujarat

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