

J. ANAND

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SENIOR MANAGEMENT PROFESSIONAL

Marketing | Business Development

Industry : Media & Entertainment

PROFILE SUMMARY

- A dynamic professional with over 30 years of experience in the arena of :

Business Development	Sales & Marketing	Brand Management
Product Promotions	Key Account Management	Team Management
Vendor Management	Market Research	Product Launches

- Currently associated with Pix Rock Vfx Pvt Ltd, Chennai as Business Development Head.
- Proficient in conceptualizing growth initiatives, creating innovative product concepts and pioneering entry into new & challenging territories
- Capable of handling Domestic / International market in VFX & CGI
- Excellent business skills involving planning & development of business plans, designing and implementation of successful sales & marketing strategies
- Consistent success in maximizing corporate performance, driving growth, generating revenues, capturing market share and enhancing the value in markets
- An enterprising leader with skills in leading personnel towards accomplishment of common goals

ORGANIZATIONAL EXPERIENCE

Since Mar '23 with Pix Rock Vfx Pvt Ltd, Chennai as Marketing Head

Handling Domestic and International Vfx & CGI – Bringing domestic business from Top production houses and Post production studios – International business from leading Post production studios - Budgeting and presenting proposals to the client - Reporting to MD.

Feb '22 – Feb '23 with VCore Studios, Chennai as Business Development Head

Handling Domestic Vfx and CGI for South Indian film Industry - Having good contacts with Top production houses and Post production studios – Budgeting and presenting proposals to the client - Reporting to CEO.

Nov '19 – Dec '21 with Nectar Pixels Media Pvt. Ltd., Chennai as Business Development Head

Instrumental in setting up a full-fledged VFX & CGI Studio – Taken active part in TPN Certification -Handling both International and Domestic Business – Responsible for generating profitable revenue with my strong Industry contacts in Tamil, Telugu, Malayalam and Kannada in domestic market – Interacting with top studio heads for bringing in big conversions - Reporting to CEO & MD.

June '16 – Aug '19 at iGene Entertainment Services Pvt. Ltd., Chennai as Head – Business Development.

Associated right from the beginning of forming a full-fledged Post production setup – Instrumental in setting up a state of the art studio, the first Barco 4K Post production projector in South-east Asia with Baselight – Successful in handling the leading Cinematographers and Top Production companies – Responsible for handling Tamil, Telugu, Malayalam and Kannada industry – Reporting directly to MD by reviewing the industry status & executing business plans – Actively taking part in the expansion programs – Social media activities for branding and image building – Handling a team size of 5 marketing managers.

June '14 – May '16 at Prasad Corporation Ltd., Chennai as Manager – Sales

Managing digitization & restoration business for Tamil Nadu & Kerala region - Interacting with Satellite channels, Production companies, Right owners & Education segment & so on to generate the business - Communicating with clients and explaining the need of digitization - Organizing seminars and participating in broadcasting expos - Liaising with clients and the production team to sort the technical issues in order to deliver the quality output on time - Developed new segment of customers & increased the volume of sales.

May'08 - Apr'14 at PID Pvt. Ltd., Fuji Film, Chennai as Manager - Sales

Brand building - Positioning the product - Maintained strong relationship with leading cinematographers & Top production companies for bringing big budget projects to the company - Streamlined test shoots for the Dops and

created an avenue to use the product & experience the quality - Introduced a newsletter via email to Dops for sharing technical overviews, product launches, industry events & other latest information -Increase a growth of 40% market share competing with Kodak.

Additional Responsibility:

PID appreciated my efforts in handling Motion Picture Products and added my responsibility to handle the SONY 4K DIGITAL CINEMA Projectors. PID has tied up with PXD and I have handled the content management for Tamil Nadu.

Highlights:

- Best Performer Award 2010-11, National level.
- Best Performing Team 2011-12, National level.

PREVIOUS WORK EXPERIENCE

May'06 - May'08 at Global Techno Solutions (Diagonal CAD), Chennai as Branch Manager

Headed a team for marketing executives, counselors, tele callers & faculties - Identified potential industry legends & created venue for the students to meet them and discussed about the latest technology- Organized seminars in colleges & companies - Conducted market analysis & generated business

Aug'98-Apr'06 at Moorty & Sons, Chennai as Manager - Sales & Operations

Managing 8 business units with sales & operations team - Service Type - Restoration & other image editing applications -Governed the leading fashion photographers & key accounts like Samsung, Vummudi Bangaru, Nathella & Prince Jewelry

Sep'93 - July'98 at Cadgraf Computers, Chennai as Sr. Exe. - Sales & Marketing

Products handled - Wipro, Apple Mac, HP, Agfa, Tektronix, TVS and Acer Products.
Client Type - Corporate, Government sectors, Ad-agencies, Pre-press units. Organized road shows, Technical seminars, Demos & training programs.

EDUCATION

1991 - B.A. in Corporate Secretary ship from Pachaiyappa's College, Chennai, Madras University

CERTIFICATIONS

Introduction to Programming Languages from MIT, Anna University, Chennai in 1992
Certified in Desktop Publishing from Cadgraf Computers, Chennai in 1992

TECHNICAL SKILLS

Software	:	MS-Office, Adobe Products, CorelDraw, Quark Express & Internet Applications.
Operating Systems	:	Windows 10
Hardware	:	Basic knowledge of system maintenance & troubleshooting of PC's

PERSONAL DETAILS

Date of Birth	:	15 th December 1970
Address	:	No. 22, A.I.B.E.A Nagar, West Mogappair, Chennai – 600037, Tamil Nadu, India
Languages	:	Fluency in English & Tamil – Business level in Telugu & Malayalam.