

**M. Laljinth Mohan Kumar**

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**Desirous of working in an organization which provides adequate opportunity for career development and to learn to utilize my knowledge and contribute to the success of organization by my sincere efforts**

**Summary:** Accomplished and goal-driven professional with more than 8+ years of extensive experience with tactical business development, sales and strategy Offers expertise in the field of export business management with a focus on the F&B sector. Expertise in mapping territories and performing market segmentation to identify new customer groups to market various products and increase market share. Design sales strategies and performance metrics. Developing marketing campaigns. Conducting research and analyzing data to identify and define audiences. Presenting ideas and strategies. Promotional activities. Compiling and distributing financial and statistical information. Cooperating with senior executive’s Cross-functional team management experience.

**Experience**

**Virtuoso General Trading LLC | Sales Manager - Exports | Since April 2022**

* Lead management, vendor management, campaign management, measuring sales conversions, Data base acquisition. Promoting the company's existing brands and introducing new products to the market. Recommends service enhancements to improve customer satisfaction and sales potential.
* Analyzing the market, competitors and consumers. Monitoring the distribution of promotional materials. Coordinating the production of promotional materials. Designing, attending and organizing sales and marketing promotional events & exhibitions. Achieving targets for Revenue and Growth
* Accountable for P&L of the across the located office. Acquiring new client & taking care of the after sales service. Identifying prospective clients & generating business from the existing clientele to achieve business targets. Coordinate all marketing activities to generate leads. Developing and managing KOL.
* Devise purchasing instructions and policies, and ensure proper procedure from both the company. Resolve issues with contracts & supplies. Maintain thorough records of orders. Develop export policies

**Business Development Executive – Exports | Chef Middle East LLC, Dubai | March 2017- March 2022**

* Plan, control and oversee the business development function of the organization. Work collaboratively with the Business Head and Management teams making sure they are fully informed about the sales activities. Participating the Trade Fairs and Exhibition. Manage budget for purchasing department.
* Special KRA-Monitor prospective markets in Republic of Maldives, Seychelles, Azerbaijan, GCC, Sri Lanka and Djibouti identify business opportunities. Administer clients and ensure long term marketing strategies and design targeted for consumer promotions in trade fairs resulting in customer satisfaction.
* Maintain a sales strategy and business plan for account. Use the business plan as a roadmap for a 'Go to Market' and program development, sales goals. Manage Channels partners’ sales activity within territory. Present sales, revenue and expenses reports and realistic forecasts to the management team.
* Identify emerging markets and market shifts while being aware of products and competition. Reporting market trends, customer requests and sales forecasts with data analysis. Represent product department store for negotiating contracts for consumer products. Keep records of sales, revenue, invoices etc.
* Oversee activities of team who buy, sell, and distribute products. Process purchase orders and requisitions for products. Communicate with prospective vendors to determine terms and availability. Create specifications for the delivery of products. Prepare reports for costs and market conditions.

**Sales Executive – Exports | Resort Supplies General Trading LLC, Dubai | Mar 2015 - Feb 2017**

* Developed robust sales strategies, tactics and capture plans to support order intake and gross margin targets. Prepare documents for exports (clearing invoice, health certificates are few to name). Maintaining sales and support team. Communicate company products and services effectively.
* Responsible for order management and dispatches to affiliates. Ensured the outcome of transactions and proposals through effective product presentations and assist with negotiations Special KRA-Monitor prospective markets in Republic of Maldives and identify appropriate business opportunities.
* Reached out to potential customers via telephone, email and in-person enquiries. Negotiated, prepared and signed contracts with clients. Generating Revenue to the company by providing additional enhancements to our clients. Interacting with the development team for business requirements.
* Delivering the project on time to the clients. Hiring part-time employees and providing both online and offline training to them and generating local leads. Controlled inventory levels and worked with plant manufacturing operations and logistics teams, suppliers, and demand planning department.
* Manage the promotion of organization’s products and new features to prospective and existing clients. Establish right contact within companies and develop long term relationships based on building trust and credibility. Manage the process of proactively identifying and qualifying leads and new prospects.
* Coordinate the process to set-up product demos with prospective clients, handle negotiations and close sales. Work with product and customer success teams on pre-sale & post-sale engagements. Understand and monitor business requirements and specifications, Point Of Contact (POC’s) and proposals.

**Sr. Executive – Sales | Godrej and Boyce MFG Company Limited, Kochi | Jan 2014 – March 2015**

* Offered placement cum project by Godrej and Boyce MFG, Company Limited. Dealt various corporate clients like PSU, Private sectors, Government & Non-Govt. Organizations. Tenders, Quotations, convert enquires into deal, finding new customers, stakeholders, presentations, and group discussions.
* Services existing accounts and establishes accounts by planning and organizing daily work schedules for the team to call on existing or potential sales outlets. Meet sales target of the company and setting individual sales targets with the sales team. Coordinating with marketing team on lead generation
* Identify emerging markets and market shifts with knowledge about new products and competition status. Analyzing competitors' products to determine product features, shortfalls and market success. Build strong, long-lasting customer relationships by partnering with them and understanding needs.
* Ensures the sales approach and go-to-market activities within the region differentiate, Solutions to client by providing a consultative, leading with market insight, thereby providing significant value within the sales engagement. Present sales, revenue reports and realistic forecasts to the management team

**Quality Control Trainee | Air India LTD. | June 2011 to June 2012**

* Assisted Q.C Department in planning maintenance of the Aircraft and providing necessary modules. Log book maintenance section for flight and engine hours.
* Worked with Tooling and Equipment Department in calibration of tools for maintenance. Supported Technical Service Department by providing technical support to the engineers keeping manufacturer on loop. Assisted Reliability cell in Reporting any accidents or incidents to DGCA.

**Education:** Post-GraduationMBA (Marketing & HR) | 2012- 2014 **|** Anna University, Chennai | 74% First class

**Personal Information**

* Driving License - Light Motor Vehicle – 3755285
* Visa status Employment Visa

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