

# REAGAN CHETTIAR

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## Career Objective

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A motivated, dynamic & a result-oriented professional seeking a challenging position in a rapidly growing organization

Professional Experience	42 months
Ingram Micro India Pvt Ltd	July '14-Oct 16
Worked as a Business Manager in Ingram Micro (I) Pvt. Ltd. to handle entire India business (Channel and Direct) for networking product portfolio	
Responsibilities include:	
<ul style="list-style-type: none"><li>• Vendor Management: Be a front face &amp; in direct touch with the OEMs &amp; managing them &amp; setting the rules of business with them to derive the strategy &amp; implementation of the business.</li><li>• Working in close coordination with OEM sales team to generate funnel and align the internal team to ensure we map the opportunities in hand.</li><li>• To negotiate with OEMs on pricing, sales support and close follow up on various other activities.</li><li>• Sales: Primary responsibility of achieving top line and bottom line all across the country.</li><li>• Generate business from Channel partners and direct end customers through close coordination with OEM, partner and internal teams.</li><li>• Generating and sending pricing quotes to customers as per their requirement and ensuring deals are closed by proper pricing tactics.</li><li>• To ensure steady and growing market share vis-a-vis competitors</li><li>• Stock planning: Requisition and maintain inventories of materials and supplies across all locations Ensuring stocks are liquidated on a timely basis and also keeping a tab on ageing inventory</li><li>• Adhering to working capital norms of the business and ensure they are achieved</li><li>• Channel Account Development: Managing &amp; generating business from 100+ Tier-2 partners</li><li>• Closely work with them on pricing, stock allocation, sales support on ongoing project and initiate discussion for new business and follow up on closures.</li><li>• Team Management: Manage the entire Ingram Sales Team, and ensuring the achievement of the assigned numbers. Conducting Weekly / Monthly / Quarterly business reviews and enforcing the team with all the required resources.</li><li>• Allocate targets to each region basis past achievement vs current/future potential</li><li>• Direct and coordinate activities of buying/post buying team to maintain proper cycle of business right from buying to selling of inventory and to resolve complaints or eliminate delays.</li><li>• Plan &amp; implement new marketing initiatives for internal as well as external stakeholders</li><li>• Market trend and competitor analysis for better insight of biz.</li></ul>	

TCS E-Serve, Mumbai  
CSA- Band 1

- Handled queries and concerns of customers related to any of their credit card issues
- Achieved monthly team targets for a continuous period of 10 months
- Topped continuously in the top box for sales targets
- Ensuring sales compliance and maintaining various parameters of a sale

## Education

Year	Examination	Institution	Marks Obtained
2012-14	MMS	SIES College of Management studies	64.35%
2010	BMS	Bhavans College, Andheri(W)	58.42%
2006	HSC	Bhavans College, Andheri(W)	65.00%
2004	SSC	St. John the Evangelist High School, Andheri(E)	78.93%

## Projects and Internships

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- Concurrent Project (October'13 till Dec 13)  
Title: Introducing a web based video recruiting platform for the HR department
- Summer Internship Program(May'13 to June'13 Company: Possibilities Labs Pvt. Ltd.  
Project: Core team member of setting up a new business arm- Anant for PLPL.

## Special Competencies/Skills

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- Presentation & Communication
- Interpersonal Understanding
- Team Management
- Negotiation

## Special Achievements

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- Ingram achieved its OEM targets for certain products handled by me for the first time
- Offered a job by the Marketing manager of Siemens India while doing an event for their company
- Train candidates for their sales performance at TCS E Serve in June 2010

## Awards & achievements

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### Management Events

SIMSREE, Mumbai

- ✓ 2nd Runner up for 'Cutthroat' Movie Marketing, an inter collegiate national event
- ✓ 1st prize winner for Sell it at SIMSREE (Adjudged in both Judges and Audience)
- ✓ 2nd prize winner as a team for AD-Diction

Fr. C Rodrigues College of Management Studies, Vashi

- ✓ 1st prize winner for Ad-O-Mania and Brand Race

SCIT, Pune

- ✓ 1st prize winner as a team for Kotler's Paradigm
- ✓ 1st prize winner as a team for Advitiya

## Hobbies & Interests

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- Travelling
- Cooking
- Dancing

## Personal details

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- D.O.B. : 7<sup>th</sup> July 1988
- Languages Known : English, Hindi, Marathi & Tamil