

P. DINESH KUMAR

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Proactive & Creative Sales and Business Development Professional with a demonstrated record of driving revenue and bottom line in B2B Environment

PROFILE SUMMARY

- ✦ **Offering over 25 years of experience in strategizing long-term business directions of the region to ensure maximum profitability in line with organizational objectives**
- ✦ Forecasting sales targets, Driving sales initiatives to achieve business goals and Managing the Sales Team to achieve them
- ✦ Pioneering experience and year-on-year success in achieving revenue and business growth objective
- ✦ Remains on the cutting-edge, drives new business through key accounts & establishes strategic partnerships and dealer relationships to increase channel revenue
- ✦ Outstanding success in building & maintaining relationships with key corporate decision makers, establishing large volumes & profit accounts with high levels of retention and loyalty
- ✦ Shall demonstrate good leadership and proven managerial skills handling, motivating, mentoring, and driving sales team to perform
- ✦ Well organized with a track record that demonstrates self-motivation, entrepreneurial ability, creativity, and initiative to achieve corporate goals
- ✦ Presently spearheading efforts with Henkel as Regional Sales Manager-South and Srilanka

PROFESSIONAL SKILLS

Sales Management

Strategy Planning

Key Account Management

Business Development

Distribution Management

New Product Introduction

Team Management

Client Relations & Networking

Budgeting & Forecasting

ORGANISATIONAL EXPERIENCE

Dec'2003 onwards

Henkel Adhesives Technologies India Pvt Ltd

Growth Path/Deputations:

Oct'15 - Feb'21

Regional Sales Manager-GMM-South&Srilanka

Apr'12 - Sep'15

Business Development Manager

Dec'03 - Mar'12

Application Engineer/Sr.Application Engineer/Key Account Manager

Regional Sales Manager- Key Deliverables

- Responsible for Sales Generation and Growth of GMM Business Unit of Various Adhesives, Sealants, Polymer Composite, etc used in General Manufacturing and MRO segments for South India and Srilanka
- Key Responsibilities include Effective Profitability Management, Channel Partners Management, Market demand study, Pricing strategy, Training & development of sales team, Debtor management, Key Account Management
- Leading a Team of 5 Sales Engineer and an extended team of 3 Technicians with business of 100 Million INR Plus
- Develop, lead, and drive the sales team for business growth, new business development, strategies, focus markets, business, and performance reviews
- Managing a sales channel network comprising of 25 Plus Distributors across the region.
- Building the roadmap for increasing the business of the products and services on medium- and long-term plan

- Increase the Channel network to cater the demand in the market
- Document, Report and Present the sales data and numbers to the management
- Project Pipeline Management as a tool to increase share of wallet and ensure growth

Notable Achievements:

- Successfully grown the business in South region year on year with double digit growth
- Efficiently increased bottom line by 10% and market share beyond 20%
- Best Team Award for GSA and Best Practices in 2017 & for Product Line Competition in 2018
- Formulated strategy to reduce dependency on one large customer by increasing business reach to no.4&no.5 players in the industry which allowed business to ramp up prices and volumes
- Improved the AR from 65% to 90%
- Realigned the Territory and created business position in Mangalore and tripled the business

Business Development Manager- Key Deliverables

- Responsible for Long term strategic planning, Benchmark Market Potential, draw road map and go to market plan
- Launching and Driving programs to develop NPI, Segment sales Growth, GSA, and Best practices for Sales Team
- Execute Product launch right from conversion of idea into a product
- Derive business development by defining growth opportunities jointly with sales and key account management
- Cross fertilise experience and capabilities across regions, develop marketing plan and sales tools for effective and efficient closing
- Market Pricing, Product Management are key area of focus to ensure, retaining and increasing market share with profitability through value proposition and product validation.

Notable Achievements:

- Supported Major Customer Events and GSA Activities across India
- Key Member to be part of winning the Manufacturing Today excellence in Innovation award for Loctite PC7000, product launched in 2014
- Played Vital role in development of Target Industries Program
- Implemented Road Map for Srilanka, Bangladesh and Eastern part of India for doubling the business.

Oct'1999-Nov'2003

Larsen & Toubro Limited, Eutectic Division

Application Specialist - Key Deliverables

- Job involves demonstrating and market of products like Welding electrodes, Flux Cored wires, Brazing and Solder alloys, Wear plates, Digital Welding machines & Thermal Spray Systems etc
- Mapping client's requirements and providing them customized business solutions through
- New proposal, presentations, and demonstrations
- Identifying and networking with prospective clients, generating business from the existing
- Accounts and achieving profitability and increased sales growth
- To handle and manage customer queries and complaints efficiently within the Turnaround time - TAT

PREVIOUS EXPERIENCES

- **Jan'1998-Sep'1999:** Bridgestone ACC India Limited, as Production Engineer-Madhya Pradesh - Responsible for assigning of work/daily activities to the operators, monitoring their work and achieving the production schedule of green tyres
- **Jan'1997-Jan'1998:** JTS Technology Limited, Chennai as a Trainee Line Engineer
- **Aug'1995-Jan'1997:** Sudarson Engineering Industries, Chennai as a Supervisor Trainee

KEY TRAININGS

- Professional Sales Leadership - Henkel
- DISC Personality Assessment – Henkel
- High Impact Presentation Skills - Dale Carnegie
- Distribution Management Training - Henkel

ACADEMIC CREDENTIALS

- BBA - Madras University
- Diploma in Mechanical Engineering - C.N. Polytechnic, Chennai

PERSONAL INFORMATION

Date of Birth	: 25 July 1977
Permanent Address	: SSM Nagar, A4-312, Bhagat Singh Street, Alapakkam, New Perungalathur, Chennai - 600 063
Languages Known	: Tamil, English and Hindi