**Venkatraman Jayasankaran**

*Over 30 years of Experience in Business Development, Sales Management, Product Management, Service Support, Customer Relationship in Print Media, FMCG, HVAC Insulations & Accessories, Auto Care, Events & Exhibitions and Real Estate Sectors in India & Middle East.*

**PERSONAL TRAITS:**

* Flexible & Adaptable with 2/4-wheeler mobility
* Problem Solving, Creativity and Open-minded
* Persistent, Target oriented and Budget conscious
* Comfortable with a wide range of Audience and Technology
* Pleasing personality with good Social skills & Contacts  
   **COMPETENCY AND SKILLS:**
* Producing market analysis reports for customer research, current market conditions and competitor information in order to determine market requirements for existing and future projects.
* Develop and co-ordinating marketing plans and strategies for the organization, monitoring, reviews and reports on all marketing activities, results and staff performance.
* Creating Budget and Cash flow requirements and adhering to the set Budget to maximize operational efficiency.
* Customer Relationship across Industries.
* Managing Profitability of Key Business.
* New Product and Business development.
* Aligning Strategic Goals and implementing Initiatives at both Company level and Functional level.
* Demand/ Supply Forecasting, Planning and Inventory Management.
* Managing continuous process improvements to achieve excellence in Sales management from a Cost perspective.

**PROFESSIONAL EXPERIENCE:**

**Jun 2013 onwards….**

**Company :** Sakshi Homes, Thane West

**Position : Property Advisor**

**Company brief:** Real Estate Services in Residential & Commercial.

**Role:**

* Attracting prospective buyers, selling and executing the sales transactions associated with real property.
* Implementing marketing strategies
* Managing all marketing, advertising and promotional activities.

**Jul 2011 – May 2013**

**Company brief:** Builder & Developer

**Company:** Swaraj Builders & Developers Pvt. Ltd. Navi Mumbai

**Position :** **GM – Marketing and Sales**

**Reporting to:** CEO

Projects Handled:

* Swaraj Kingston, Ulwe ( Residential & Commercial )
* Swaraj Daffodils, Airoli (Residential & Commercial )
* Swaraj Bellavita, Ghansoli (Residential & Commercial )
* Swaraj Kalash, Govandi ( Residential )
* Swaraj Lagoona, Panvel ( Residential Township )

**Achievements:**

* Exponential increased in Sales and Revenue collection of Four Projects at Navi Mumbai within three months of joining as Head Marketing & Sales.
* Sold 50 Units in a month at Panvel Township through Channel Partners..

**Jul 2009 – Jun 2011**

**Company brief:** Apex Body for Builders & Developers

**Company:** CREDAI, Mumbai

**Position: Manager Marketing**

* Managing the CREDAI Preferred Partner Program of the existing Preferred Partners.
* Bringing the new CREDAI Preferred Partners under the Categories available.
* Handling all the Events related assignments given from time to time.

Events Handled:

* 10th NATCON: Homes for All - Working Together at New Delhi.
* 11th NATCON – Igniting Change in Indian Realty at Marina Bay Sands, Singapore.

**Achievements:**

* Generated Revenue Collections of Rs.7 Cr through Sponsorships for both the Events including Preferred Partner programs.

**Jul 2007 – Jun 2009**

**Company brief:** Telecom & Infrastructure

**Company:** GTL Infrastructure Ltd, Navi Mumbai

**Position:** **Manager Leasing (Commercial)**

* Effective Property Management
* Handling Facility Management
* Managing Commercial Space Leasing
* Rental Recovery for the Group

Projects Handled:

* Electronic Sadan, Mahape, Navi Mumbai (Commercial – 120,000 Sq. Ft.)
* MIDC, Mhape (Commercial – 38,000 Sq. Ft.)

**Achievements:**

* Signed of above two idle Properties on Long term lease to Corporate.

**Sep 2004 – April 2007**

**Company brief:** Builder & Developer

**Company:** Peninsula Land Ltd, Mumbai

**Position: Assistant Manager Sales (Residential)**

Projects Handled:

* Ashok Tower, Parel ( Residential )
* Ashok Garden, Sewree ( Residential )

**Achievements:**

* Sold 6 Lac Sq. Ft. to Walk inn Customers, NRI’s & Investors**.**

**Oct 2000 – Aug 2004**

**Company brief**: Builder & Developer

**Company:** Soham Real Estate Pvt. Ltd., Thane

**Position:** **Assistant Manager Sales (Residential)**

Projects Handled:

* Soham Garden, Manpada, Thane ( Residential & Commercial )

**Achievements:**

* Sold entire Projects during my tenure.

**Aug 1998 – Jul 2000**

**Company brief:** Channel Partner for AutoCare Products–Armoral, USA.

**Company:** Al-Hathboor International, Dubai, UAE

**Position:** **Sales Executive**.

* Marketing of Car Care Products (Brand – Armorall) to Retail Outlets in the Automobile sector.

**Mar 1994 – Apr 1998.**

**Company brief:** Channel Partner for HVAC Insulations & Accessories from AFICO,USA.

**Company:** M.O.Sieary Trading Establishment, Riyadh, KSA.

**Position:** **Sales Executive**

* Marketing of Air- Conditioning materials to HVAC Projects ( Brand – AFICO )

**Sep 1989 – Jan 1994**

**Company brief:** Trading of FMCG.

**Company:** Khimji Ramdas, Muscat, Sultanate of Oman

**Position:** **Sales Representative**

* Selling Food Products to Super Markets & Retail Outlets.

**Aug 1986 – Jul 1989.**

**Company brief:** Telecom Directory

**Company:** UDI Yellow Pages, Mumbai

**Position:** **Sales Executive**

* Booking Advertising space in Telephone Directory

**Expectations:** Negotiable as per my skills & experience

**PERSONAL DETAILS:**

**Date of Birth:** April 24, 1965

**Address**: 304, Astoria C.H.S.L.,

Hiranandani Estate, Ghodbunder Road,

Thane West - 400607

**Marital Status:** Married

**Telephone** : +91 9833611821

**E-mail:** venkat24123@rediffmail.com

**Qualification:** B.Sc.

**References:** Available on Request.