

# Curriculum Vitae



## G. Anil Kumar

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### SALES MANAGER

## Career Summary

Over two decades of sales & marketing experience in automobile aftermarket industry with specific focus on refinish trade, developing and executing marketing & sales strategies by working closely with OEM Franchise body shops in the GCC. Core competencies include identifying and establishing the needs of customers and offering bespoke solutions with a view to improve their efficiencies and workflow. Last two and a half years I was associated with Axalta Coating Systems ME, Dubai, looking after Saudi Arabian & Bahrain Markets. Prior to that I was associated with KANSAI PAINT JAPAN, based in DUBAI looking after the GCC sales and Distributor network, especially the TOYOTA distributors and prior to that, I was associated with NEXA AUTOCOLOR(formerly ICI Autocolor U.K and now part of PPG Industries UK), and have played a key role in establishing NEXA AUTOCOLOR as the leading premium refinish brand in KSA and thereby attaining pole position for COLORS Est., as the “most preferred refinish partner” in Saudi ART market.

## Career Objective

Obtain a position that will enable me to use strong sales/marketing background, interpersonal skills and managerial abilities for achieving the company's goals in the best possible way in a challenging market.

## Professional Experience

OCTOBER 2019 – FEBRUARY 2022 : KEY ACCOUNTS LEADER – AXALTA COATING SYSTEM – MENA

Axalta is one of the largest coating companies in the world, holding a great portion of the refinish business in the GCC. Axalta is the preferred partner for most of the Motor Manufacturers.

### Key responsibilities:

- Identifying potential distributors and replacing the inactive in KSA.
- Setting sales & marketing objectives, campaigns.
- To coordinate and manage the technical and sales staff in the territory/ Support the Distributor
- Implementing marketing plans in conjunction with the company's growth plan and working out strategies to execute the plan.
- Developing training programs for the team and coach them to become the

vital need of the customers.

Achievements so far include:

- Increased sales by two folds in KSA & Bahrain.
- New product launch
- Successful distribution network & key accounts.
- New Partners – Distributors for All the brands in KSA & Bahrain.

NOVEMBER 2015 – SEPTEMBER 2019 : SALES MANAGER – KANSAI PAINT MIDDLE EAST.

KANSAI PAINT holds a commanding presence in the Japanese paint & coating industry. Kansai is the most preferred refinish partner for most of the Japanese Motor Manufacturers in GCC, especially TOYOTA & NISSAN.

Key responsibilities:

- Identifying and appointing potential distributors in the region.
- Setting sales & marketing objectives, campaigns and preparing annual marketing budgets.
- To coordinate and manage the technical and sales staff in the territory/ Support the Distributor
- Implementing marketing plans in conjunction with the company's growth plan and working out strategies to execute the plan.
- Developing training programs for the people in marketing team and coach them to become the vital need of the customers.
- Ensuring successful participation in national exhibitions & organizing other events like conferences, seminars.
- Developing systems and procedures to ensure that the leads generated are optimally utilized.

Achievements so far include:

- Increased sales by two folds and profitability by 30%.
- New product launch
- Successful distribution network & key accounts throughout the GCC.

2005 – TILL FEB 2015 : SENIOR MANAGER – SALES AND MARKETING, COLORS EST. FOR PAINTS, K.S.A

Colors Est. For paints is the leading Refinish Supplier in the Kingdom of Saudi Arabia, started in 1990 as the distributor of ICI Autocolor in Western Province of Saudi Arabia and in 2005 appointed as the Sole distributor of NEXA Autocolor for the entire Kingdom and now with an annual turnover in excess of SR 72 million and is involved in the marketing & sales of internationally renowned premium automotive refinish paints, automotive aftermarket equipment's/products, Nexa Autocolor U.K, HB Body- Greece, MIRKA, RUPES, SAGOLA, GZ GUANGLI - China are a few to name.

#### Key responsibilities:

- Setting sales & marketing objectives, campaigns and preparing annual marketing budgets.
- Implementing marketing plans in conjunction with the company's growth plan and working out strategies to execute the plan.
- Managing a team of around 22 marketing /sales executives and 6 technical consultants
- Developing training programs for the people in marketing team and coach them to become the vital need of the customers.
- Ensuring successful participation in national exhibitions & organizing other events like conferences, seminars etc.
- Developing systems and procedures to ensure that the leads generated are optimally utilized.
- Working closely with PPG refinish Market Manager in making the regional business plan and business case evaluation for the support required for each market segment.
- Organizing customized training courses in collaborations with NEXA for the Franchise Body shops in Estimating & Negotiating, Finance, MVP, Body shop assessment and managing the operation.
- Strategic planning and strategic leadership.
- Delivering quick solutions to the marketing challenges and supporting the sales executive to achieve.
- Extensive work with most of the Franchise Dealerships and secure their business by making long term contracts.
- In-depth understanding of all facets of the sales, marketing and the presentation process.
- Developing business opportunities within existing clients by being their loyal, trusted and resourceful expert.

#### Achievements so far include:

- Increased sales to three folds and to the No 1 in KSA.
- New product introduction and development
- Successful sub distribution network throughout the Kingdom.
- Training of internal and distributor sales associates.

#### 2000 TO 2005 - SALES MANAGER, DEJLAH TRADING EST.

Dejlah Trading Establishment was the Distributor of ICI Autocolor in the Eastern Province of Saudi Arabia based in Dammam, serving to most of the OEM Franchises in the Eastern Province and also for the ARAMCO Special works. Dejlah lost the Dealership of NEXA, upon the decision of PPG group to have a Sole distributor for the entire Kingdom.

#### Key responsibilities:

- Planning annual sales objectives & realization of forecasted targets.
- Key accounts management
- Strategizing, preparing & implementing marketing measures.
- Allocating budgets/measures.

Achievements so far include:

- Increase sales by 50% and profitability by 30%.
- Develop many new product lines, successfully.
- New product introduction & development.
- Set up a state of the art training facility for various products.

1994 TO 1999 – SALES EXECUTIVE, SULAYBIKH AUTO SERVICES.

Sulaybikh Auto Services was the ICI Autocolor agent in the Kingdom of Bahrain and was one of the leading refinish suppliers in Bahrain, who then turned into a new company in 2000.

Key responsibilities:

- Developing & implementing strategic sales plan for business.
- Preparing & implementing marketing measures.
- Technical & sales
- Liaising with company's principals in the country & abroad.

## Educational Qualifications

- Bachelor's degree in Chemistry (BSc) (Kerala University)
- Bachelor's degree in Law (LLB) (Bharkathullah Bhopal University)
- Diploma in Computer Applications.

## Training Courses

- Product & Marketing Training by KANSAI PAINT Japan
- Marketing Training by ICI Autocolor U.K
- Negotiating Skills by ICI Autocolor U.K
- Product trainings on 2K, Aquabase by Nexa Autocolor
- Profitable Body shop Management Training
- People Management (INDUCTION) by Nexa Autocolor
- Professional Selling skills (Archive Global) sponsored by NEXA
- Professional Sales Coaching(Archive Global) sponsored by NEXA

Several other Training courses conducted by Nexa Autocolor, ICI Autocolor, Standox (AXALTA), RUPES Italy, MIRKA – Finland, Henkel, HB Body Greece, General Paints Lebanon.

## Languages

- Conversant in English, Hindi and Malayalam
- Fair amount of knowledge in Arabic and Urdu (speak and understand)

## Computer Knowledge

Well versed with Microsoft packages - *word, excel & PowerPoint.*

## Personal Data

Age	: 52
Date of Birth	: 31 May 1971
Marital Status	: Married
No. of Children	: Two
Permanent Address	: "Shivapuri", Kallelibhagom P.O Karunagapally, Kerala, India

## Other

Valid Indian & UAE Driving License.