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STRATEGIC BUSINESS PLANNING ≈ SALES & MARKETING ≈ NEW BUSINESS DEVELOPMENT

Offering nearly 20 years of rich experience in Sales & Business Development of leading organizations, targeting strategic role with an organization of repute

N.VINITH KUMAR

Possess rich, progressive experience in Sales & Marketing and Business Development.

Evolved strategies that drove expansion of business to highly competitive markets in different geographies and consistently produced top & bottom-line growth even in the face of economical adversities

Soft Skills



Career Summary

- **Decisive, Strategic and Achievement-driven Professional** with functional experience in **sales & marketing, new market & product development** and **key account management** for emerging and developed markets
- Excellence in managing an entire breadth of sales operations inclusive of technical assistants, tendering; worked closely with Architects, Consultants, PMCs and work for specifications
- Skilled in **consistently enhancing revenue & market share** year-on-year, by re-organizing business direction and **developing & implementing strategic initiatives**
- Led **market research plans** that helped in the development & launch of new products with proper **Go-To-Market Strategies**
- Consistently delivered **multiple digit growth** of **Revenue & Market Share YOY** through long-term planning
- Evolved **volume & value led strategies** that drove expansion of business to highly competitive markets across geographies
- Forecasted business projections and ensured adherence to budgets and objectives
- Impeccable **record of establishing brands in Domestic Markets**, delivering **double digit growth consistently**, launching new business, thereby creating an additional revenue stream, recruiting & nurturing best talents to grow the business in the region

Critical Strengths & Competencies

Strategic Business Planning



New Business Development



Key Account Management



Sales & Marketing / Channel Development



Strategic Alliances & Partnerships



Networking/ Client Relationship Management



Techno-commercial Operations



Profitability Analysis/ ROI



Team Building & Leadership



Education & Credentials

B.E. (Civil) from Sir M. Vishwesvaraya Institute of Technology, Bengaluru in 2001

Career Timeline



Professional Experience

May'19 – Till Date: ALUMIL Systems India, Chennai as Regional Sales and Marketing Manager

Key Result Areas:

Spearheaded channel & project sales; generated new business and expanded existing customer base; ensured alignment of business plans with sales strategies by concentrating on business management and planning in the assigned territories including Tamilnadu, Karnataka, Kerala and A.P.

- Planned detailed engineering activities and finalization of requirements and specifications in consultation with Engineering Consultants/ Collaborators
- Developed technical specifications & scope and deliverables, estimated BOQ based on requirements, generated during detailed engineering of the project
- Prepared specifications through Architects, Consultants, Builders and Contractors
- Collaborated with the Team to grow existing book of business and revenue through client retention, lead generation and leveraged cross-sales opportunities; developed strong networking with Architects & Interior Designers, Builders, Developers, Contractors, Govt. Concern to know about their projects and requirements
- Identified changes in market demand and modified strategies for expansion of market share & achievement of revenue targets; facilitated New Business Development and identified potential business partners across geographies Formulated and implemented strategic business plan to increase market penetration, and drive revenue & profitability by maximizing sales
- Ascertained strategic growth drivers, growth avenues, growth opportunities, need gaps & pain points of the market through immersion
- Created Go-to-Market strategy, New Organization Structure, Business Projection Plan; led business operations with key focus on top & bottom-line profitability and customer satisfaction by ensuring optimal utilization of resources as well as handholding of business partners & other key stakeholders

Appointed 9 New Fabricator partners in South:1 in Chennai & Coimbatore, 2 In Bangalore, 1 in Vizag, 1 Mysore & Madurai 2 in Kerala.

Highlights:

Prospected & networked with Architects & Designers, generated business from existing accounts, achieved profitability and increased sales growth; managed customer centric operations and ensured customer satisfaction by achieving service delivery norms

Bagged the following projects:

- o Appasamy Real Estate- 10 Crores
- o Anvil Projects – 30 Lakhs Export order to Senegal West Africa
- o Adithya Le Grandiose 2.5Crores
- o Residency Towers – 15 lakhs
- o Adarsh residence – 25 Lakhs
- o MMF Trust Maran Residence – 35Lakhs
- o Beehive Promoters – 25 Lakhs
- o Ismail / Raheem / Janardhan Reddy Residence – 45 Lakhs
- o Satish Residence / Vishak Raman residence / YD Systems – 68 Lakhs
- o Shree Constructions -Sonthalia /GVK Sky city/ Fortune One – 4.5 Crores

Previous Experience

March'17 – Nov'18: M Supply E Commerce India P Ltd as Sr. Manager – Cust Engagement

An e-commerce marketplace for materials, products, solutions and service providers catering to the needs of individual customers, contractors, builders and corporate for any kind of construction such as - houses, homes, interiors, offices, commercial, apartments, go down, warehouses and such others. The company has secured series A funding from Artiman Ventures.

The Role:

Handling as Manager - Customer Engagement

Actively involved in Engagement of Key Customer Accounts with customer contract agreement Listed below few Clientele.

- Arun Excello Foundations LLP
- Eversendai
- Seven Star Infracon
- VRG Constructions Company
- Nagarajan Construction Co
- BECC Ltd
- Unique India Constructions
- JSR Infra
- KNRCL
- Dilip Buildcon
- A. Joseph.Louis & Co- Railways

Major Attainments:

Entered overall customer annual contract of 50 million USD with – 5 Key Accounts Customers

With placement of purchase partners for completely transacting their entire purchase through the platform.

Nov'13 – Dec'16: Bureau Veritas India P Ltd., Chennai as Manager – Business Development

Highlights:

Discovered more opportunities in the Govt. Contracts & conducted HSE training, and OHSE Audit Bagged

- First order of 47 lakhs from Arun Excello Reality LLP – for QA/QC works for Confluence Resorts and compact home residential project at Padappai complete works includes Piling to superstructure.
- Chennai Metro Rail Project on OHS&E audit for Gammon, Siemens, ITD cem, Johnson lifts, URC Constructions for construction and electrical safety valued 250 Lakhs

Successfully seized electrical safety audit from 4Adesigns for Leyland Deere Sricity Tada

Renault Nissan Chennai oragadam factory works includes Piling to superstructure – PEB.

Tata Value Housing of 30L - GRT Hotels, 85L - Doshi Housing – 85 L QA/QC - works includes Piling to superstructure. L&T DLF Project – 150 L for HSE services, QA/QC works includes Piling to superstructure.

BBCL – 22.5 L, VGN – 85 L on QA/QC works includes Piling to superstructure.

Received order from CREDAI Chennai for the development of Construction Manual SOP

Jan'08 – Nov'13: LCP Building Products Pvt. Ltd., Chennai as Manager – Sales

Highlights:

Piloted the sales & marketing of Steel Roofing Sheets, Structural Products, Colour Coated Coils & HR Coils

Accomplished the sales turnover of Rs. 200 Lakhs per month & profitability as budgeted

Bagged order for supply to

- Crown Beers Hyderabad for Rs. 150 Lakhs and to Ganga Cavary Seeds & Kaveri Seeds Hyderabad for Rs. 200 Lakhs
- Tsunami Rehabilitation Projects average monthly 190 Lakhs

Appointed dealers in regions like – Calicut, Palaghat having transacted more than 180 Lakhs in a year

Successfully completed vendor registration with FL Smith India, Numeric Power, Tata Projects, B&B Builders, Pee key Steel Rolling and to Architects like CRN, PTK, A&E and so on

Achieved 30% of business with more than 25% profit on coil trading to the downstream manufacturers of both CR and HR coils

Mar'05 – Dec'07: Hyderabad Industries Ltd., Chennai as Senior Engineer

Highlights:

Led the channel sales business in the assigned territories including Chennai, Pondicherry, AN islands
Facilitated the construction of Prototype Prefabricated Permanent shelters for the Tsunami affected in the Andaman & Nicobar Islands for CPWD, NBCC, and Andaman PWD
Finalized 15 Prototype Prefab Shelters in various Islands of A&N Islands
Bagged tender for construction of school building valued Rs. 85 lakhs from NGO OXFAM, Port Blair

Dec'01 – Mar'05: Beardsell Ltd., Tamil Nadu & Pondicherry as Sales Engineer

Highlights:

Accomplished sales of Rs. 132 Lakhs and achieved a sales growth of 75% in

2005 Few attainments:

- Rs. 114 Lakhs from Hyundai Motors India Ltd.
- Rs. 24 Lakhs order from Hatsun Agro Products Ltd., Rs. 11 lakhs from Edhyam Frozen Foods
- Rs. 18 Lakhs from Ruchi Infra Structure for executing the Vanaspathy cold store site
- Monitored the erection of walk-on-false ceiling erected at Hindustan Lever Plant

Personal Details

Date of Birth: 8th February 1977

Languages Known: English, Tamil

Marital Status: Married.

Nationality: Indian.