

RIYAS.V. B

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SNAP SHOT

~ Sales & Operations ~ Business Development ~

- | | A result-oriented professional with nearly 12 years of consolidated experience in Sales, Distribution and Operations, Business Development etc.
- | | Leading, training, and monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets. Possess good administrative skills.
- | | Excellent communicator with strong negotiation skills having leadership qualities and analytical skills.
- | | Proactively conducting SWOT analysis by keeping abreast of market trends/competitor moves to achieve market-share metrics.
- | | Drive the team to deliver cost effective rates.

CORE COMPETENCIES

Sales & Operations / Business Development

- | | Developing marketing strategies to build consumer preference and driving volumes. Evaluating marketing budgets periodically including manpower planning initiatives and ensure adherence to planned expenses.
- | | Giving equal focus to all verticals and thereby driving volume and profitability. Driving and leading the Team
- | | to achieve targets and Goal sheets given by the company.

Distribution & Channel Management

- | | Identifying financially & technically strong and reliable dealers resulting in deeper market penetration and reach.
- | | Evaluating performance & monitoring dealer s sales and marketing activities.
- | | Monitoring dealer sales & marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue. Managing and driving new initiative at dealer network in line with strategic plan set.
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Team Management

- | | Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations & meeting of individual & group targets.
- | | Managing complete recruitment life cycle for sourcing the best talent from diverse sources after identification of manpower requirements.

ACADEMIC CREDENTIALS

- ┌ Bachelor of Arts, Kurukshetra University, Alappuzha.2000-2003.
- ┌ Pre- Degree, Kerala University, SD College Alappuzha.1998-2000.
- ┌ SSLC, Public Examinations Board, GHS Mannanncherry.1997-1998.

JOB HISTORY

Total work experience of 12 years in Sales, Distribution & Operations in Telecom.

ORGANISATION:IDEA MART SUPER MARKET GROUP, BAHRAIN

FEB 2020 – TILL DATE

Business development manager.

ORGANISATION: RELIANCE JIO INFOCOMM LTD.

JUNE 2019 – DEC 2019.

Mobility Sales Lead at Reliance Jio Infocomm Ltd.

NATURE OF JOB:

- ┌ Responsible for the appointment of Distributors in the given territory.
- ┌ To guide and monitor Distributors in achieving their targets of Phones, Wi-Fi Devices and Sim Cards.
- ┌ Responsible for improving the Gross additions, URO, UAO, CMS and RMS.
- ┌ To help the Distributors in achieving their Primary, Secondary and Territory targets by driving sales Team.
- ┌ Handling total Business for this area and Distribution parameters and Sales managers of this designed area.

ORGANISATION: CUMULUSTECH MIDDLE EAST WLL, BAHRAIN

JULY 2018 – May 2019.

Business Development Manager

NATURE OF JOB:

- ┌ Managing Sales of Mobile Phone Applications and Web Applications.
- ┌ Developing the business of all kinds of Software's.

ORGANISATION: XO CENTRAL, KINGDOM OF BAHRAIN.

OCTOBER 2017 – JULY 2018

Sales Manager in XO Central, Kingdom of Bahrain

NATURE OF JOB:

- ┌ Managing Sales of Mobile Phone Applications and Web Applications.
- ┌ Responsible for the Sales and Marketing of Websites Designing.

ORGANISATION: SISTEMA SHYAM TELESERVICES LTD.

JULY 2013 – JULY 2017.

Area Sales Manager in Sistema Shyam teleservices Ltd.

NATURE OF JOB:

- ┌ Responsible for the appointment of Distributors in the given territory.
- ┌ To guide and monitor Distributors in achieving their targets of Data card sales.

- ┌ Responsible for improving the Gross additions, UAO & URO.
- ┌ To help the Distributors in achieving their Primary, Secondary and Territory targets by driving sales Team.
 - ┆ Handling prepaid distribution.

ORGANISATION: RELIANCE COMMUNICATIONS LTD.

SEP 2012 JULY 2013.

Territory Sales Manager in Reliance communications Ltd.

NATURE OF JOB:

- ┌ Responsible for the appointment of Distributors in the given territory.
- ┌ To guide and monitor Distributors in achieving their targets.
- ┌ Responsible for improving the Gross additions, UAO & URO.
- ┌ To help the Distributors in achieving their Primary, Secondary and Territiary targets by driving sales Team.
 - ┆ Handling prepaid distribution.

ORGANISATION: UNITECH WIRELESS LTD. (A Telenor Unitech Company)

FEB 2011 AUG 2012.

Joined the Company as Senior Executive, Sales & Distribution handling Alappuzha Area and reporting to the Zonal Manager. There are 4 Distributors, 15 RSEs and 8 KAMs directly reporting to me. I have been promoted as Deputy Manager on last Appraisal.

NATURE OF JOB:

- ┌ Responsible for the appointment of Distributors in the given territory.
- ┌ To guide and monitor Distributors in achieving their targets.
- ┌ Responsible for improving the Gross additions, UAO & URO.
- ┌ To help the Distributors in achieving their Primary, Secondary and Territiary targets by driving sales Team.
- ┌ Announcing retailer schemes and ensuring 100% achievement and market settlement with in the stipulated period.
 - ┆ To ensure brand visibility in all retail outlets.
- ┌ Achieve sales targets by designing and implementing effective promotions and campaigns.
- ┌ Proper training and education to all staff & Distributors regarding latest offers and happenings of the Business.
- ┌ To address the customer care issues with support of the CSD Team.

ORGANISATION: Idea Cellular Services Ltd.

JULY 2008 FEB 2011.

Joined the Company as Senior Territory Sales Executive handling Alappuzha Area.

These is 3 Distributors, 10 Sales staff and 3 Backend staff reporting to me.

NATURE OF JOB:

- ┌ Responsible for all Sales and Operations of 3 Distributors.
- ┌ Responsible for Mobile, Net setter sales and Business.
- ┌ Distributor profitability is the main KRA.
- ┌ Responsible for the Distributor wise Target VS Achievement of all products
- ┌ Achieve sales targets by designing and implementing effective promotions and campaigns.
- ┌ Proper training and education to all staff regarding latest offers and happenings of the Business.

PERSONAL DETAILS

FATHER'S NAME : V.A. BASHEER PERMANENT ADDRESS :
KOCHUVELIYIL,

MANNANCHERRY.
P.O ALAPPUZHA
DISTRICT, KERALA,
PIN-688 538.

PRESENT ADDRESS : FLAT NO:14,URBAN COURT
ROAD:305,BLOCK;303
MANAMA,KINGDOME OF BAHRAIN

DATE OF BIRTH : 1st MAY 1983

NATIONALITY : INDIAN

PASSPORT NO : P6746743

LANGAUGES KNOWN : English, Tamil, Malayalam & Hindi.

INTERESTS : Music and Cricket

REFERENCE 1 : Mr. VIPIN.K.T DISTRIBUTION HEAD VODAFONE
QATAR Ph: 009747775335.

REFERENCE 2 : Mr. DILEEP . T BUSINESS HEAD ETISALAT DUBAI.
Ph: 00971502000144

Place: Bahrain
Date:

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