

Yogesh Krishnan

Category Management | Expert in Sales & Marketing | P&L | Strategic Decision-Making | Business development - with Nearly 18 Yrs. of Industry Exp.
IndustriesExpertise:ConsumerElectronics,HomeAppliances, SmallDomestic Appliance, General merchandising, Electrical, Distribution and Banking



PROFILE SUMMARY

With a positive and professional outlook, I strive to achieve a substantial position in the consumer durables industry from around the table. skilled in CRM tools, sales forecasting & functional collaboration which not only offers excellent and diverse opportunities for career progression but also helps in achieving professional Excellency.

CONTACT

+918095933313



yogeshukn@gmail.com



1606 A wing, Green Ville

Lodha Upper Thane Mankoli
Mumbai - 421302



EDUCATION



MBA- Master of Business Management
2007 | ICAI University

BCom- Bachelor of Commerce
2005 | Mysore University

PUC-Ranga Rao Memorial College.
2002 | Mysore Pre University

CORE COMPETENCIES



Organization Vision & Strategy

Business Transformation

Change Management

Sales & Marketing

Product Launches & Promotion

Turnaround & High-Growth Strategies

Strategy & Revenue Generation

Strategic Partnerships & Alliances

Brand Management

Budgeting/Cost Saving

Developing & Expanding Vertical

Key Account Management

Execution, Results, Leadership

Privileged to Collaborate with Companies Like - Harman International, LG, Reliance Digital, Metro Cash & Carry, Jubilant Retail, Koovs.com, ICIC Bank...



CORE STRENGTHS

- Dynamic professional achieving consistent results and developing strong working relationships internally and with clients. Over 18+ years of experience in strategic
- account management, organizing people and events, ability to work as an effective team member. Revenue Growth & retention Strong client relations. Business
- Development, Strategic Planning, Procurement, Product Promotion, Vendor
- Relationship, competitive analysis. Customer relationship management.



CAREER TIMELINE



WORK EXPERIENCE

Since Mar 2023 | Harman International Sr. National Key Account Manager

- Responsible for managing the revenue & inventory along with the sales team.
- Handled stock fill operations to ensure display of procured stock. Conceptualized and implemented window and in-store display to promote products.
- Developed & maintained detailed account plans & reports.
- Collaborated with marketing & product teams to create customised offerings to improve account overall revenue.
- Proposed and implemented solutions that address account needs and problems.
- Served as a primary point of contact and ensuring smooth communication between the operation and sellout teams.
- Tracking account performance & preparing reports with identifying areas for improvement.

Achievements

- Best performance award offline sales -2024
- Increased counter share to 30% form 14% within 2 years.
- Delivered 40% CAGR sales growth for last 3 years with proactive outreach & account engagement.

LG Electronics India Pvt Ltd.
National Key Account Manager | April 2022 - Feb-23

- Accountable for delivering revenue targets & planning (sell in and sell out).
- Responsible for coordinating with all channels & Marketing team and 40+ Regional Team to export product launch.
- Sale / sustaining/EOL Channel & Promotion strategy and push all the departments & Region to execute as per the plan.
- And be responsible for the final business success of such product
- Team management – continuous monitor and review of area sales managers.
- Collaborate with Account and category team to implement promotional and marketing events.
- Competitor Analysis & Information management and make competition strategy accordingly.

Achievements

- Increased counter share to 25% from 22%.
- Team best performer in achieving festive revenue target 2022.

Metro Cash & Carry India Pvt Ltd.
Sr. Category Manager | Consumer Electronics & Lighting | May 2021 - May-2022

- Responsible for overall category growth (Sales & Margin).
- Develop category to improve sales results and deliver customer category objectives.
- Team management – continuous monitor and review.
- Collaborate with clients and business managers to implement promotional and marketing events.
- Maintain vendor and supplier relations to obtain fair and reasonable prices and volume discounts.
- Monitoring Promotion planning (Metro mail and ATL adds for the category)

Reliance Digital Retail India Pvt Ltd.
Sr. Category Manager | Consumer Electronics (LED TV) | Mar 2017 - May-2021

- Making advance sales and buying plan with merchandising team and aligning it with vendors to ensure timely fills.
- Aligning merchandise for the business and developing the overall strategy with P&L responsibility.
- Defining & creating the retail buying strategy to enhance latest technology awareness through creating consumer Experience and providing solution.
- Providing pro-active leadership through analytics, designing assortment & planogram, maximizing market share gain.
- Performing vendor negotiations, optimization of promotions, cost optimization, margin & pricing finalization, inventory.
- And exploration on potential brands & products.
- Administering continuous vendor engagement to determine customer satisfaction, TOT closure and negotiations,
- Competitive pricing, retention margin, stock availability, new product development and business opportunities.
- Devising measures to control costs (EOL/ Promotion cost/ MOP erosion & Finance cost) under targeted norms.
- Ensuring saleable DOH, ageing inventory and all other critical inventory, KPI share maintained within targeted norms.
- Key driver of working capital management and inventory - ensuring an optimal mix.
- Working in close environment with Omni-channel formats (B2B, CNC, DX Mini, Digital, and Online).

Achievements

- Best Buyer FY 2019.
- Best lead award in Handled Shap India distribution business starting from Procurement, billing, promotion & distribution.

Metro Cash & Carry India Pvt Ltd.
Asst Category Manager | Home Appliances & Consumer Electronics | Mar 2013 - Mar-2017

- Develop category management strategies to improve sales results and deliver customer category objectives.
- Collaborate with clients and business managers to implement promotional and marketing events.
- Analysing market data and provide recommendations to increase sales.
- Maintain vendor and supplier relations to obtain fair and reasonable prices and volume discounts.
- Promotion planning (Metro mail and ATL adds for the category)
- Responsible for the category sales and margin.
- Forecast product need and availability based on historical data
- Develop and execute assortment plans based on brand sales mix store and region wise.
- Monitor sales levels to determine product volume adjustments, replenishments and allocations.
- Purchasing and Inventory Management

Achievements

- Back-to-back record sales in the category by 40%+ growth.
- Handled different categories and projects when needed by the company
- Highest Milestone of achieving 10K+ AC's from 2.3K AC's with in span of 3 years

Koovs Marketing Consulting Pvt Ltd.

Consumer durables | GM | Footwear | Fashion Accessories | Mar 2013 - Mar-2017

- Buying and Merchandising
- Category Handling (Consumer Durables & Appliances, Footwear, private labels (Apparels)
- Vendor Sourcing
- Sourcing, strategic buying and marketing of the category
- Operating within and leading cross-functional teams (product management, engineering, implementation, legal, finance & marketing, etc.

Jubilant Retail

Buyer Small Appliance Nov 2008 – Oct 2011

- Promote the company brand to key buyers, ensuring their knowledge is current and appropriate
- Replying to all customer enquiries in a timely and accurate manner.
- Writing up sales reports, activity reports and revenue forecasts.
- Completing all documentation and administrative records, fully and accurately.
- Developing and maintaining a database of all contacts.
- Stock replenishment, maintaining fill rate, price benchmarking, promotional benchmarking, Maintenance of CDIT Sales Data,
- Promotion Sales Contribution, Product sourcing, Vendor Management, Inventory Holding Day's, Product Assortment, Fixing
- Sku's MBQ, In-store Promotions, inventory management, defective clearance, service issue.

Achievements

- Best Performer of the team for the month of June 09.
- Best performer of the quarter Dec 10.

Sagas Auto Tec Pvt Ltd

Buyer Small Appliance Nov 2008 – Oct 2011

- Developing the dealer's network and appointing new dealers.
- Getting business from the dealers and helping them in the secondary sales.
- Co-ordinating with banks to arrange financial helps to customer.
- Looking into Customers problems and helping them to resolve it.
- Co-ordinating with service department and the customer for service issue.
- Negotiating and closing strategic deals and managing existing partners.

ICICI Bank

Business Development executive Feb 2007 – Oct 2007

- Generating new business both in face-to-face meetings and over the phone.
- Writing up concise, value-based sales proposals.
- New acquisition - Identifying new companies for salary accounts and maintaining the relationship.
- The job included Managing & Leading the sales team involving front end Selling of ICICI product & services.
- Identifying the target segment for ICICI product & Services and launching of the products.
- Planning and execution of various promotional activities, viz., presentations in Corporate, Institutions, Trusts, etc., about
- various services offered by ICICI.
- One point stops for corporate clients for investment options, query solving & other related activitie



PERSONAL DETAILS:

Father's Name: MU Krishnan

Date of Birth: 02/10/1984

Marital status: Married

Languages: English, Hindi, Kannada, Malayalam, Tamil & Telugu

Refences Available on request.