**CURRICULUM VITAE**

**P.K. SOMASUNDARAM**

Sriram Shankari Aparments,

Tower 1 G3 408, 4th Floor,

Thangappapuram, Guduvanchery,

Mobile No.6381622081

Mail Id: rumus1627@gmail.com

**OBJECTIVE**

To lead people from the front and set a role model. Given the best to my vocation and excel in the functions handled.

**PROFESSIONAL COMPETENCY**

M.B.A graduate with Mechanical Engineering background having flair for marketing. Have good analytical and man management skills. Good in motivating and convincing people at both customer and work place. Solve problems amicably within the stipulated time, with the available resources. Enjoy professional respect from peers and elders. Interested in exploring new ideas and adapt to any new situation very comfortably.

**PERSONAL**

Born on 1.03.1964

Married

Proficient in English & Tamil Languages

Interest, include reading all kinds of magazines, cycling and

listening to music.

**EDUCATION DETAILS**

**ANNA UNIVERSITY**

College of Engineering, Guindy, Chennai

Master of Business Administration, 1991.

64-65 percent

Concentration in Marketing Management

**MADURAI KAMARAJ UNIVERSITY**

Government College of Engineering, Tirunelveli.

Bachelor of Engineering, Mechanical Engineering, 1986.

67 percent

**STATE BOARD**

**St. Antony’s Higher Secondary School, Tanjore.**

+2, 1982 - 79 percent

Concentration in Mathematics, Physics, Chemistry& Biology

St. Xavier’s Higher Secondary School, Tirunelveli.

X Std. 1980 - 83.6 Percent. 47th rank in the state,

Received National Merit Scholarship Certificate

**WORK EXPERIENCE**

**Dec 1991- July 1993 MARKETING EXECUTIVE, SHAW WALLACE LTD.,**

**(POSTED AT MUMBAI, KOLKATTA & CHENNAI)**

Developed very good contact between Singapore, West Germany and Madras Office.

Involved actively in rate fixation for freight rates for different cargoes and negotiated with customers.

Improved container movements from 60 TEUs/ Month to 100 TEUs /month.

Liaised with C & F agents, customers and external

agencies for cargo clearance.

**October 1993-May 1994 Sales Engineer,**

**RAMBAL LIMITED, CHENNAI.**

September 1994 - May 2000 TERRITORY MANAGER - AMTREX HITACHI

APPLICANES LTD.

Independently handled Coimbatore, Salem Tiruchi, Madurai, Tirunelveli, Tanjore & Trivandrum areas.

Sold air conditioners through 15 dealer and 32 dealer sales Representatives.

Established a strong dealer network in Salem and Comibatore.

Helped dealers to adopt proper approach in corporate Sector and for tapping potential customers.

Conducted training programmes on sales promotion for the dealer sales representatives with specific focus on corporate customers.

Encouraged dealers to concentrate more on selling packaged units.

Contacted Architects and Air- Conditioner consultants to recommend Amtrex

Air- Conditioners for their projects and clients.

Sold 60-100 Air - Conditioners/Month.

Achieved 80% growth in sales within 6 months.

Prompt response for customer problems.

Dec. 2000 - March 2001 ASSISTANT MANAGER - SALES

KENSTAR AIRCONDITIONERS

Kitchen Appliences India Ltd.

Sold Airconditioners through dealers in Chennai

While working at KENSTAR, my family members and relatives forced me to leave the Corporate Sector and requested me to help my brother and also my brother-in-law in their respective business.

In my brother’s company “SPACE SPAN STRUCTURES (I) Pvt.Ltd., I did the following works.

\* In charge of Project execution.

\* Meeting Architects and regular contact with influencer segment.

\* Ensuring collection of payments on time

In my brother in-law Garment Business, since I was very familiar with Coimbatore, Erode and Thirupur Market in my previous job, I properly guided my brother in-law in tapping the potential and enhancing the business.

**May 2017 – July 2018 SENIOR MANAGER- SALES-**

**GEMINI COOLING SYSTEMS**

**PROJECTS PVT.LTD.,**

Contacted Architects and Air-conditioner

Consultants for AC requirements for their

Projects and Clients.

Participating in Government Tenders

AC Sales

Regular visits to Malls, Hotels & Corporate Sectors for AMC contracts.

**Jan-2021–Dec-2021 Content Writer-Digital Marketer-Namma Family builder and developer pvt limited Guduvanchery**

**1991 PROJECT MRF LTD., CHENNAI,**

Market Analysis for FORK-LIFT Truck tyres.

**1990 PROJECT MODI STEEL WIRE MFG. CO.**

**CHENNAI**

Markert Research for steel wire Products.

**HOBBIES AND INTERESTS** My hobbies include reading & listening to music,

cycling and Gardening.

Thanking You

Yours faithfully

**(P.K. SOMASUNDARAM)**