

G. SRIDHAR

Sales & Marketing/ Business Development

Industry Preference: Construction/ FMCG
Location Preference: Chennai/Bangalore/Hyderabad



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Key Impact Areas



Strategic Business Planning
& Consultancy
P&L / Revenue Growth
Sales & Business
Development
Strategic Tie-ups/
Partnerships
Marketing/ GTM/ Digital
Marketing
New Business Set-up/
Establishment
Channel & Distribution
Management
Customer Delight

Key Skills

Communicator
Collaborator
Intuitive
Innovator
Leader
Motivator
Analytical
Team Builder



Career Timeline



Executive Profile

- ❖ **Highly Accomplished Business Leader** having integrity with **over 20+ years' portfolio of success** in devising and executing **business strategies to achieve top-line & bottom-line profitability**
- ❖ **Product Specialist** with immense success in establishing companies business from scratch and amplifying business margin by multifold
- ❖ **Impressive success in achieving profit, and business growth** objectives within start-up, turnaround & rapid-change environments
- ❖ **Consistently delivered multiple digit growth** of revenue, & market share YOY and improved ROI through long-term planning; developed a **sale of INR 25 CR** from new products with highest **NCR of 16000PMT**
- ❖ Defined and managed a **comprehensive go-to-market strategy and** plan that included positioning, launch strategy, **public relations, sales support and partner material**
- ❖ Highly skilled in **setting strategic goals, making decisions**, and enabling smooth day-to-day operations; drove process improvement, enhanced productivity and brought down costs
- ❖ Strategized and planned **sales process management, forecasting, pricing, key account management**, expenses, profitability, new product development, market research and brand strategy
- ❖ Decisive, strategic and performance-driven professional with experience of executing multi-million dollar projects, negotiating price & contracts and driving costing, budgeting and capital expenditure planning

Education & Credentials

- ❖ 2019-2021: PGPMAX, Business Administration and General Management, ISB (Indian School of Business)
- ❖ 2000: MBA (Marketing & Finance) from The American College, Madurai, **Madurai Kamaraj University**
- ❖ 1997: B.Sc. (Agriculture) from **Annamalai University**, Chidambaram

Organizational Experience

Since Sep'16 with Dalmia Cement (Bharat) Ltd., Chennai

Senior General Manager (Role: Zonal Head – South and West) – Sales & Marketing/ New Building Solutions

Key Result Areas:

- ❖ Developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- ❖ Impacting organization profitability through effective strategic and tactical management decisions and new business development
- ❖ Devising partnership strategy for key markets, including types of partners to pursue, general structure of agreements, and the programs needed to drive success
- ❖ Collaborating with assigned inside sales representative to develop an overall territory account plan to maximize opportunities and generate sales activity with customers and partners
- ❖ **Contributing towards establishing New Products like Skim Coat (Next Generation Putty), DalmiaInfraGreen Cement and other new products like Block Joining Mortar, Tile Fixing Adhesive in South India**
- ❖ Conducting large number of trials for creating the right and successful product to delight the customer
- ❖ Directing 20 team members, while establishing right manpower expertise in South along with HR
- ❖ Monitoring new sales & marketing policies, commercial policies, product registration, Delegation of Authority and so on in new building solutions
- ❖ Actively participating in creating new product brochures, test methods, specification submittals and product naming
- ❖ Driving positive Return On Investment (ROI) by establishing appropriate selling model, customer metrics, and a compelling incentive compensation plan

Highlights:

- ❖ Secured new specifications of new products in important government departments (In MetroRail and Airport)
- ❖ Developed a sales of **INR 25 CR** from new products with highest NCR of 16000PMT
- ❖ Led the organization of Retail Launch Programs in select cities in South India

Previous Experience

Jul'03 - Aug'16 with Ultra Tech Cement Ltd., Unit Birla White (Aditya Birla Group), Kerala

Growth Path/ Deputations:

Jul'03 - Mar'05:	Head – Institution (Project) Sales, Sr. Officer – Marketing (Tamil Nadu)
Apr'05 - Nov'07:	Depot Head, Assistant Manager – Marketing (Chennai)
Dec'07 - Apr'13:	Regional Manager (Tamil Nadu) – Sales & Marketing, Chennai / Sr. Manager – Marketing
May'13 - Aug'16:	Deputy General Manager (Regional Head), Kerala – Sales & Marketing

Accomplishments:

As Deputy General Manager (Regional Head), Kerala – Sales & Marketing

- ❖ Track record of building a continuous double digit revenue growth for division every year from **108 crores to 126 Crores in FY16 (17% growth in Revenue)**
- ❖ Successfully **enrolled over 25 tier-3 channel partners** for the Outreach Program which brought about a significant increase in the market share (An increase of 5% Market Share in FY16)
- ❖ Played a key role in surpassing **year-on-year sales quota by 25% in Wall Care and 9% in White Cement**
- ❖ Directed 6 business development teams in sourcing, managing and implementing new business opportunities

As Regional Manager (Tamil Nadu) – Sales & Marketing, Chennai / Sr. Manager – Marketing

- ❖ Pivotaly monitored White Cement, Wall Care and New Products Sales and Marketing for the entire State of **TamilNadu**, Pondicherry and Andaman Islands which led to increase in revenue by 26%
- ❖ Attained highest realization state in the country with highest turnover of **INR 300 Crores**
- ❖ **Achieved:**
 - Prestigious '**Aditya Birla Group Chairman Award**' for Outstanding Performance (Chairman Award is awarded to **less than 1% of the Management Team** of AB Group). Young Achiever Award received in 2007
 - **Star Performer Awards (2009,2010 and 2014)**
- ❖ **Adjudged for:**
 - National Core team in to designing, improving and deploying marketing strategies for Birla White Cement
 - National Sales Steering Committee in to sales forecasting and demand management for Wall Care Putty
- ❖ Played a key role in establishing strategic alliance with key industrial customers **which led to INR 5 CR increase** in revenue
- ❖ Facilitated leadership to **5 Area Sales Managers, 10 Marketing Officers, 5 Technical officers and 25 Sales Representatives**
- ❖ Executed the internal marketing survey project – 'ABG Putty Track Study' at Chennai

- ❖ **Attended various Training Courses** in Aditya Birla Talent Pool Management:
 - DBM (Development of Business Managers) Training Program at the Knowledge Centre “Gyanodaya” at Mumbai
 - Commercial Training Program
- ❖ Performed as core member of the talent pool within the unit
- ❖ Track record of being selected by ABG Group HR for DAC (Development Assessment Centre) and trained for future leadership roles

Jun’00 - Jun’03 with Goodlass Nerolac Paints, Chennai as Officer Sales

- ❖ Handled Dealer Network Management in Tamil Nadu.
- ❖ Successfully implemented the Paint Mixing Machines concept and installed 30 machines (CCD – Colorscapes) in my territory.
- ❖ Successfully completed 5 Crores Special Project Assignment during 2002-03 while handling wholesalers in Chennai and Tiruvannamalai.
- ❖ Successfully appointed 30 New Dealers in North Arcot District and improved the market share by 10% with increased profitability.
- ❖ Converted credit sales to Advance Payment or CD terms in my market.



Personal Details

Date of Birth: 11th August 1975

Contact Address: Flat No: S-1, Priams Darshini Flats, 10, Sathyanarayana Street, West Mambalam, Chennai -33

Languages Known: English and Tamil