

RM PANCHANATHAN

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PRECIS

A seasoned, passionate and a result driven professional with 25+ years of experience in formulating and leading successful business strategies across verticals such as Information Technology, Telecommunication, Home Medical Appliances and Logistics and Partner management.

Until 2017 working with Ensure Support Services India Limited (100% subsidiary of Redington Group), as Deputy General Manager (Partner Management & Business Development). Holds the distinction of joining the organisation (Redington) on the ranks of a Product Executive and rising to the position of DGM

An astute strategist with proven competencies in designing and implementing business plans aimed at optimising top line and bottom line profitability. **A plethora of experience in identifying, on boarding, motivating and leading channel partners/franchise throughout the country. Strong abilities in starting up and scaling verticals across a particular market/territory.** Demonstrated track record of working with principal vendors and ensuring that their expectations are consistently met. A natural leader who had built, and lead geographically distributed teams. Deft in gathering and collating market intelligence from reliable sources. A wealth of experience in coordinating with a matrix of stakeholders to achieve the stipulated business objectives.

Core Competencies include

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|----------------------------|-------------------------------|
| — Strategic Planning | — Business Development |
| — Team Management | — Franchise Management |
| — Profitability Management | — P&L Management |
| — Territory Management | — Stakeholder Management |
| — Business Intelligence | — Branding |

2018 - till date : Started a Reliance resQ service centre for consumer durables like Air care, Wash care, Consumer Electronics , water purifiers and other Home appliances . Have a team of 25 members and handling a call load of 1300 to 1600 calls per month.

GROWTH PATH - REDINGTON LIMITED

2014 – 2018 Ensure Support Services India Limited, Chennai

(100% Subsidiary of Redington Limited)

Deputy General Manager – Partner Management

- The division predominantly handles products from sectors viz. Information Technology, Telecommunication, Home Medical Equipment and Third Party Logistics
- Handled the after-sales warranty support for the products through partner network belonging to the division
- Proactively involved in budgeting, forecasting and revenue expansion activities
- Trained the sales team in efficiently achieving the stipulated targets
- Currently handling a business value of INR 25 crores per annum

2008 - 2014

Redington India Limited, Chennai

Business Manager - Chennai Region (SBU Head)

- Managed a team of 40+ members and a partner network of 240+ throughout the country for telecommunication products
- Responsible for maintaining sustainable business relations with the principal vendors and channel partners
- Periodically evaluated the team's performance and offered scope for improvements
- Accountable for the P&L, Bottom Line profitability of the operations in the region

2005 - 2008

Redington India Limited, Chennai

Project Manager

- Responsible for setting up a franchise network throughout the country for products such as Motorola, Huawei, etc.
- Holds the distinction of setting up a network of 200+ channel partners throughout the country
- Managed warranty support for the same line of products
- Coordinated with the marketing team in creating in-shop branding for the channel partners
- Liaised with the channel partners and the supply chain team in maintaining optimal levels of stocks at vendor's point
- Submitted reports on various metrics to the top management as and when stipulated

2002 - 2005

Redington India Limited

Area Support Manager

- Worked on the same role in Bangalore (2002 - 2004) and subsequently in Chennai (2004 - 2005)
- Was transferred to Bangalore on a promotion to handle a bigger territory
- Responsible for managing business relations with vendors such as HP, IBM, CMC & Dell, etc.
- Acted as liaison between Redington and the Principals in resolving issues related to products/supply/services
- Successfully opened branches in Goa and Hubli
- Ensured that the territories became independent profit centres for afore mentioned products

2000 - 2002

Redington India Limited, Calcutta

Area Support Manager

- Held the dual responsibility of
 - Service sales such as trade repairs, upgrading accessories, warranty extensions and AMC
 - Responsible for service delivery of warranty support for products such as HP Peripherals, Compaq Laptops, EPSON Printers, and Samsung IT products
- Accountable for consistently maintaining the profitability of the operations in the assigned centre
- During the tenure opened branches in regions such as BBSR, Guwahati and Jamshedpur

1997 - 2000

Redington India Limited, Calcutta

Product Executive

- Responsible for handling Techno Commercial sales of the products to Corporates and OEM's

- Undertook extensive study of customer's requirement for servers, and proposed cost effective solutions in line with the performance parameters
- Handled sales of Seagate hard disks and HP spares, accessories and consumables through authorised channel partners

PREVIOUS EXPERIENCE

May 1996 - Jun 1997

Fourth Dimension Technologies, Chennai

Senior Executive - Key Accounts

- Fourth Dimension was a channel partner for HCL Technologies
- Responsible for selling PCs to key accounts such as IOB, Tanuvas, etc.
- Handled an annual business value of INR 1 crore

Jun 1994 - May 1996

Micronet Business Solutions, Chennai

Marketing Executive

- Responsible for selling Pertech Computers Limited (PCL) and assembled PC's to first-time users and SME segment
- Consistently achieved the laid down targets and earned handsome incentives

May 1992 - Jun 1994

Consul Consolidated Private Limited, Chennai

Sales Executive

- Responsible for generating prospects for Servo Controlled Voltage Stabilisers, Constant Voltage Transformers, UPS and Power Conditioning systems equipment of the organisation
- Consistently met the desired targets in the assigned region

ACADEMIA

B.Sc - Statistics

Bharathiyar University, Coimbatore

PERSONAL DETAILS

Date of Birth

: 29th Mar 1971

Linguistics

: English, Tamil and Hindi (Basic)