



Pranesh Kumar .K

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; targeting for senior level assignments in Marketing/ Sales & Business Development with a leading organization of repute

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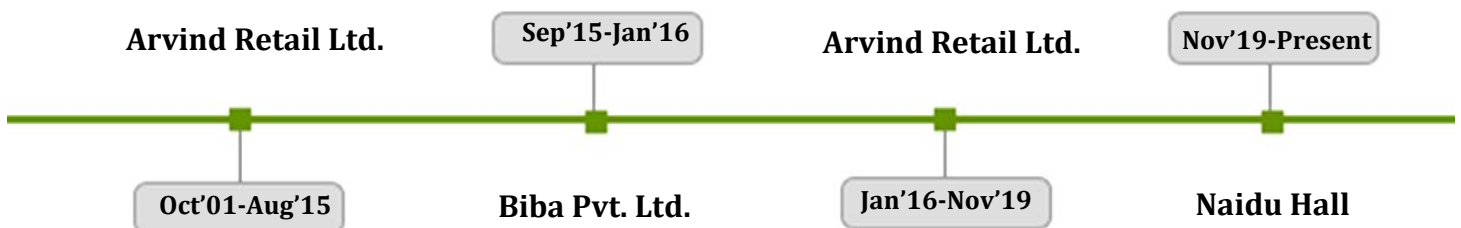
Goal-oriented professional offering **20 years of experience** in:

**STRATEGIC SALES PLANNING || NEW BUSINESS DEVELOPMENT || STORE
MANAGEMENT || E-COM || MARKETING**

Profile Summary

- A result-oriented professional with rich experience in sales & revenue expansion activities, expertise in managing functions involving human resource mobilization and structured communication within cost & time parameters
- Strategic Business Transformer who quickly assesses obstacles to stalled growth- issuing tough decisions, restructuring organizations to reach profit goals and eliciting top performance across premier organizations
- Experienced in driving revenue growth by consolidating the retail channel network and successfully conceived & implemented strategic marketing plans that gained the company significant traction in the market
- Exposure in handling stores of different sizes and formats from a 2 k sq.ft to 50k sq.ft stores and opened more than 90 stores across India, handled EBO stores, MBO channel along with BIG format stores.
- Skilled in determining a business unit's mission & strategic direction; capability to formulate and implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals
- Enterprising and dynamic with a strong will to win; possess strong planning, analytical & problem-solving skills; excellence in identifying, recruiting & directing cross-functional teams and leading them to deliver results
- A solutions driver who bridges the gap between business and technology with expertise in managing complex programs and multiple projects in order to achieve transformational goals







Career Timeline



Core Competencies

Retail Operations
Sales & Marketing
Business Development
Store/Inventory Management
P&L Management
Market/Competitor Analysis
Budgeting/Cost Optimization
Client Relationship Management
Team Building & Leadership

Soft Skills

 Change Agent
 Motivational Leader
 Strategic Thinker
 Collaborator
 Communicator
 Innovator

Education

- **Master of Business Administration** from DDU University, in 2002
- **Bachelor of Art in Economics** from Bangalore University in 1999
- Higher Diploma in Software Management from Aptech Computer Education in 1996

Work Experience

Growth Path



Key Result Areas:

- Administering retail operations across India including BD, KPI growth by 18% for the fiscal by training and motivating the team.
- Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance on a regular basis, improved sell thru across categories with focused approach through training, VM, and monitoring reports.
- Administering accounts with P&L responsibility, contract negotiation and closure, strategic partnerships and other sales activities
- Implementing innovative measures to enhance customer satisfaction, along with CRM activities Local BTL activities for market penetration, planning of ATL activities along with marketing.
- Spearheading launching of new products & maintaining & improving market share of existing brands with timely execution of activities,
- Managing brand profitability and feasibility analysis/ market research for new opportunities,
- Process improvement which resulted in 80% reduction in shrinkage, manpower productivity growth by 30%. Supply chain efficiency.
- Ensuring alignment of business plans with marketing and sales strategies by concentrating on business management, planning, and data analysis, which also result in inventory turns.
- Evaluating market growth opportunities and developing strategic brand planning; conducting market analysis, tactical sales support & product management
- Achieved bottom-line with 50% growth compared to previous fiscal with strategic planning.
- Ensuring best Retail merchandising standards adopted (POG), setting up planogram across stores. Revamp of stores for better presentation.
- Maximizing business goals and revenue by advancing channels, e-comm channel implementing pricing strategies, improve business by launching in market place.

Personal Details

Date of Birth: 26th June 1976 || **Languages Known:** English, Telugu, Kannada, Hindi & Tamil, || **Address:** # 12,14th Cross, Akshay Nagar Rammurthy Nagar, K.R. Puram, Bangalore -560016