

CURRICULAM VITAE



S. RAGHAVAN

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Seeking General Managerial Assignments in **Sales & Marketing / Business Development / Client Relationship Management, Production cum Order Management, & Office Administration** with an organization of high repute preferably in Steel, Automotive & OEM Manufacturing industry.

SUMMARY

- Nearly 30+ Years of rich experience in Steel, Automotive OEM Industrial Sales & Marketing, Business Development, CRM & Order Management & Customer Support.
- Expertise in managing entire business operations with focus on top & bottom line profitability through optimal utilization of resources.
- A keen analyst, highly skilled in market forecasting and formulating strategies to exploit business opportunities.
- Ability to formulate and implement tactical initiatives to achieve corporate strategic goals.
- Possesses the credibility & personal integrity that leaves lasting impressions with corporate decision maker, motivate employees & generates loyalty.
- Built solid track record of successful rollout, management and turnaround of fortunes through astute planning and execution of various activities.
- Effective communicator & negotiator with strong analytical, problem solving & organizational abilities.

CORE COMPETENCIES

- Creating and sustaining a dynamic environment, imparting training to team members that fosters development opportunities and motivates high performance amongst team members.
- Managing sales operations to achieve business growth objectives (sales volume and market share).
- Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion.
- Negotiating contracts / agreements and ensuring maximum customer satisfaction by providing pre/post technical assistance and achieving delivery and quality norms.
- Liaising and building healthy relations with clients for achieving the business.
- Building & maintaining relations with clients, generating business from the existing accounts, achieving profitability and increased sales growth.
- Implementing competitive strategies for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets.

ORGANIZATIONAL EXPERIENCES

Jan.. '2019 ~ Till date with Stitch Overseas Pvt. Ltd, Chennai as Senior Manager - Sales & Metals.

Key Result Areas:-

Handling products such as EGI, Aluzinc, HDPI GI, Stainless Steel, CRCA, HRPO & Alloy Steels, like, Copper, Aluminium, Beryllium Copper, Tin Sheet, Molybdenum Supply of Wide Coil, Slit Coil Steel, & Cut-to-sizes sheets, etc.

Managing sales team, developing new business plans to increase the sales revenue to meet agreed targets.

Organizing area wise customer visit plan, preparing Daily Visit Report, New Order Load plan and weekly collection programs to ensure efficiency in process & meeting of individual & group set target goals.

New Customer Development following up orders & payments and developing as per sales plan.

Monitoring customer complaints and ensure timely resolution to close the issue in a positive manner.

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Managing the RM import activities, Managing & Coordinate with Steel Coil Service Centre Production, commercial, dispatch departments to ensure timely order delivery and smooth function of action in the system.

Generating new order enquiries for Stainless Steel such as SS304, SS316, Electro Galvanised, SA1D, SACD, Aluminized Zinc Coated Steel, Aluminium, & Special Alloy grade material in Sheet form, Coil form material.

Co-ordinate with HQ on day-to-day official tasks like Sales Billing, Commercial activities, RM procurement, & payments. Lessening with bank & custom activities.

Sept.'2017 ~ Dec.'2018 with Salem Stainless Steel Suppliers Pvt. Ltd, Chennai as BDM Cum Sales & Marketing.

Key Result Areas:-

Handling products such as Supply of Wide Coil in Stainless Steel, Slit Coil Steel, & Cut-to-sizes sheets, Pipes, Rods, Flanges, Flats, Angles, Inconel, Chequered Sheets, etc.

Managing sales team, developing business plans for sales, revenue, to meet agreed targets.

Organizing area wise customer visit plan, order plan and weekly collection programs, etc. to ensure efficiency in process & meeting of individual & group targets. Achieved a Sales Target of 1275mt in November'2017.

New Customer Development following up orders & payments and developing as per sales plan.

Monitoring customer complaints and ensure timely resolution to close the issue in a positive manner.

Coordinating with Coil Service Centre Production, commercial, dispatch departments to ensure timely order delivery and smooth function of action in the system.

Generating enquiries for Stainless Steel such as SS201, SS202, SS304, SS316, SS409, SS410, SS430, Aluminium, & Special Alloy grade material in Sheet form, Coil form along with Tubes, Rods, Flat, Angles, & Flange products.

Aug.'2015 ~ June'2017 with Ranka Steels, Bangalore, as Senior Manager - Sales & Marketing.

Key Result Areas:-

- Handling products such as Supply of Wide Coil Electrical Steel, CRCA, Silicon Slit Coil Steel, ERW Tubes, Stainless Steel Sheet, Rods, Seamless Tubes, Flanges, TMT-Black Bars, Structural Steels, like H,I - Beams, Channels, Angles, Plates, etc.
- Managing sales team, developing business plans for sales, revenue, and expense controls to meet agreed targets.
- Organizing daily sales meetings, area wise customer visit plan, order plan and weekly collection programs, etc. to ensure efficiency in process & meeting of individual & group targets.
- Contacting & following up with the customers for orders & payments and developing sales plans accordingly.
- Monitoring customer complaints and ensure timely resolution for all positively.
- Coordinating with administration, commercial and factory departments to ensure timely order delivery and smooth function of action in the system.
- Look after overall sales team activity, monitoring the sales activities and subordinate routine jobs.
- Directing, leading and motivating engineers; imparting continuous on job training for accomplishing greater operational efficiency.
- Generating enquiries for flat products such as , CRCA, HRPO, CRNO, & GI products.
- Achieved a Sales Target of 1075mt in December'2016 in Overall Southern Region & got rewarded.

Customer Handled:-

Successfully handled customers:- HONDA, JBM GROUP, Yamaha, Royal Enfield, Rane Group, Ti Metal Forming, Brakes India, Neel KJBM, Marathan, Sungwoo Hitech India Ltd, Hwashin, Caparo Engg, POSCO ICPC, Hyundai Motor India Vendors, Rajsriya Auto, Ford, Kone Elevators, Everbright, TMTE, Maraica, Igarashi Motors, Mitsuba, Valeo, Bridgestone, Seco Komos, SH Electronics, ETA General, Sathya Auto, Sungwoo Stampings, Daechang, Sungwoo Hitech, Saehan Stampings, Genlite, LCP Constructions, Borg Warner, Texmo Pumps, & Autocomp, Tirupathi Ind. etc.

Dec.'2010 ~ July.'2015 with Tempel Precision Metal Products India Pvt. Ltd., Chennai as Deputy Manager cum Consultant – in Sales & Value Added Department:-

Key Result Areas:

- Handling products such as Magnetic Silicon Lamination, Motor Laminations, Automotive Stampings, Alternators, Auto Stacked Parts, Progressive Stamped Laminations, Blanks & Notching Laminations, Turbines, Transformer EI & UT, LTL Laminations, Supply of Wide Coil Electrical Steel, CRCA, Silicon Slit Coil Steel, etc.
- Dealing in value added products like Annealing, Welding, Die Casting, Epoxy Coating, Bluing Process & Carbon Die Manufacturing, etc.
- Generating enquiries for products such as Motor & Pump Stampings, Wind Power Segments, and Electrical Ballast Transformer Laminations, etc.
- Managing sales team, developing business plans for sales, revenue, and expense controls to meet agreed targets.
- Organizing daily sales meetings, area wise customer visit plan, order plan and weekly collection programs, etc. to ensure efficiency in process & meeting of individual & group targets.
- Contacting & following up with the customers for orders & payments and developing sales plans accordingly.
- Monitoring customer complaints and ensure timely resolution for all positively.
- Coordinating with administration, commercial and factory departments to ensure timely order delivery and smooth function of action in the system.
- Looking after the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, etc.,
- Directing, leading and motivating engineers; imparting continuous on job training for accomplishing greater operational efficiency.
- Overseeing value added department & handling scrap disposing, getting new quotes, finalizing the prices with scrap vendors to convert into the valuable orders.

Achievements:

- **Successfully handled customers:-** Venture Lightings, Siemens, Valeo, IEC Holden, Intech-Sdn, ABB Ltd., Igarashi Motors, Texmo Pumps, Suzlon, TDPS, Kirloskar, IFB Automotive, Mitsuba Sical, Ford, Wind World, Regen, Leitner-Shriram, Meccalte, Videocon, Tecumseh, Agile, Honeywell, Comstar, Preethi, Kinetic Taigene, Yamaha, Meccalte, Rayhans, Medha Stampings, TBEA Energy, SE Electricals, Kirloskar, Marathan Electricals, Crompton Greaves, Bharat Bijlee, Posco IDPC, Posco IPPC, Amararaja Batteries, & Cummins etc.
- Developed new strategies to increase sales & business activity thru' Sales Planning.
- Essayed a stellar role in:
 - o Organizing the production & executing the supply and to improve customer relationships cum development.
 - o Creating the customer database and contact them on regular visit to increase the sales.
 - o Carrying out price negotiation with customer & convert into orders.
 - o Promoting the sales BY implementing the e-shopping cart in our web site.
 - o Participating in the trade show to display products, thus increasing the sales.
 - o Hiring top sales people to increase the sales.
 - o Attaining highest sales target of 1450MT for the month of March'2013 for domestic supply alone.
- Successfully developed a new market zone in Pune to support our new customer Meccalte/Italian MNC alone.
- Pivotal in developing a motor laminations market segment in Coimbatore along with a team of 7 sales persons.
- Augmented the sales from 200mt to 550mt per month.
- Recipient of cash reward from the management for higher sales in transformer laminations & wind power generator lamination product sales achievement.
- Holds the merit of implementing 13 new scrap commodities in scrap sales, which was sold out at the higher price to the vendors in my present career is the another achievement.

Dec.'2006 – Nov.'2010 with Pos Hyundai Steel Manufacturing India Pvt. Ltd., Steel Processing Centre (Hyundai Group), Chennai as Manager – Sales (Direct Sales & Marketing)

Key Result Areas: -

- Handled products - CRCA, CRSS, IN SPCC, SPCEN, SPCED, HRPO Sheets, SAPH-440, SGACC, CRNGO, SADC, HDPE, TMT REBARS, Wire Rods, etc.
- Developed and managed company marketing plans and strategies.
- Coordinated & supervised sales team for the implementation of the marketing plans and procedures.

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- Maintained relationships with customers to achieve repeat / referral business.
- Managed daily operations such as sales plans, collection programs, order load, customer visit plan, etc.
- Monitored customer complaints and ensure timely resolution for all.
- Trained & monitored the sales team & ensured efficiency in process & meeting of individual & group targets.
- Conducted weekly/monthly meetings to set sales objectives.
- Designed & streamlined processes to ensure smooth functioning of sales operations.
- Raw material imports for steel coil planning, forecasting, order placing on quarterly basis. To track and continual follow up the production of RM and deliver to our works well in time.

Achievements:-

- Increased sales volume from 550MT to 2600MT monthly in direct sales & job work sales.
- Developed key strategies of continual customer order follow up, convert into valued orders, maintain customer relationship, market research, core competence of products, thus achieving the set target sales. Management honored special incentive for the same.
- **Handled major customers - Hyundai Motors, Nissan, Brakes India, Ashok Leyland, Tata Steels, Hysco Steels, PHA Mfg., Sungwoo Gestamp, IFB Automotive, Mitsuba Sical, Ford, Neel Metals, Sharda Motors, TI Metal Forming, SSWL & Wheels India, TDPS, ETA General, Tempel Precision, JBM, Mitsuba Sical, Wabco, Igarashi, TVS, Whirlpool, RG Bronze, Sodicia, Tuchenglee, Padma Mines etc.**
- Increased the business through continual customer order follow up, convert into valued orders, market research, core competence of products & customer support.
- Achieved a Sales target of 1450mt for the month of September'2007 and attained appreciation from the management.

PREVIOUS EXPERIENCES

Oct.' 1999 ~ Nov.'2006 with Pennar Industries Limited, as Assistant Manager – Marketing in Chennai.

July'1994 – Sept. '1999 with Vetri Pressings. as Plant Head cum Manager – Sales & Administration, Chennai.

Jan' 1991 – June'1994 with Rotary News Trust, as Administrative Assistant, Chennai.

June '1989 – Dec.'1990 with Citadel Fine Pharmaceuticals Pvt. Ltd. as Production In charge, Chennai.

EDUCATIONAL QUALIFICATIONS

- M.B.A. (Marketing) From Dr. Alagappa University, Karaikudi, Tamil Nadu in 2010 with 60%.
- B.A. (Economics) From Madras University, Chennai, Tamil Nadu in 1994 with 55%.

OTHER QUALIFICATIONS

- Diploma in Computer Applications from Shramik Vidyapeet, HRD Directorate, Guindy, Chennai in 1994 with 55%.
- Typewriting (English), Senior Grade from Department of Technical Education in 1992.
- Typewriting (Tamil), Junior Grade from Department of Technical Education in 1991.

IT SKILLS

- Conversant with MS-Office (Word, Excel & PowerPoint), Windows, Oracle Applications Suite, Outlook Mail Access & Internet Applications.

PERSONAL DETAILS:-

Date of Birth: 2nd June, 1972.

Permanent Address: Plot No. 48 & 49, Flat No. K, Maaruthi Embassy, Ranganathapuram, Rajalakshmi Nagar Extension, Vallal Pari Nagar 16th Cross Street, Pallikaranai, Chennai– 600100, Tamilnadu. India.

Languages Known: Tamil, English & Hindi.

Passport No.: Z2799451.

Last Drawn Salary: Rs.11.70 Lacs.

SIGNATURE OF THE APPLICANT