

+91 - 7025 708 999

+91 - 8943 128 967

Geneshkuriakose@gmail.com

[Linkedin.com/in/genesh](https://www.linkedin.com/in/genesh)

Genesh Kuriakose

Marketing Professional

Resume Summary

- Performance-driven sales and marketing professional having 16 years of comprehensive achievements across sales, marketing, brand management, international business, business consulting, digital marketing, digital transformation and training.
- Proven success in launching new business divisions, products, concepts, in India and global markets. Managed the full-cycle of sales, marketing and brand management for brands / business like Sizopride, Don, Olapin, Vit D Cal, Seeken mobiles, Plant lipids Thailand, Plant lipids China, etc.
- Led cross-functional teams including external agencies during digital transformation, global product launches, brand promotions, global events, etc.

Professional Competency

- **Sales Management**
 - Strategy implementation
 - Target achievement
 - Distributor and retail management
- **Marketing Management**
 - Strategy creation
 - Integrated marketing
 - Analysis and optimization
- **Brand Management**
 - Corporate/product/personal branding
 - Concept, content, graphics, animation, creation
 - Traditional media and new-age media
- **Digital Transformation**
 - ERP implementation
 - Marketing automation
 - MIS development
- **Digital Marketing**
 - SEO, SEM and metrics
 - Customer journey
 - Social media management
- **Operations**
 - Team management
 - Corporate relationship
 - Productivity management

Industry Expertise

- **Pharmaceutical / Nutraceutical**
 - Sales and Marketing
 - Brand management
 - New product development
 - Contract manufacturing / Loan licensing
 - International business (B2B)
 - Medico - marketing training
 - Events and conferences
- **Spices / Functional Food Ingredients**
 - Global business development
 - Key account management
 - Business analysis and Strategic planing
 - New product extensions
 - Market penetrations
 - Strategic global alliances
 - Oleoresins, Essential oils, Natural food colors & Spices
- **Software / Business Consulting**
 - Business analysis and scaling
 - Customer development & retention
 - Performance or productivity analysis
 - Brand management
 - Media planing and buying
 - Digital transformation
 - Digital marketing
- **Real estate / Construction**
 - Financial management
 - Procurement management
 - MIS - Quantitative analysis
 - Design and cost optimization
 - Sales management
 - Integrated marketing management
 - Customer relationship management

Skill-set Competency

Digital Transformation (Open SAP Certified)

Microsoft Dynamics ●●○○○
Progen ●●●●○
Tally ERP ●●○○○

Marketing Automation

Marketo ●●○○○
Email automation ●●●○○
Web automation ●●●○○

Designing and Animation

Corel draw ●●●●●
Adobe suite ●●●○○

Brand Management

●●●●● Value-based brand management
●●●○○ How brands grow? - Byron
●●●●○ Integrated marketing strategy

Digital Marketing (MSME & Google Ads Certified)

●●●○○ Google webmaster
●●●○○ Wordpress
●●●●○ Content marketing

Qualities

●●●●○ Servant leadership
●●●●● Integrity

Marketing Director - March 2021 to December 2021

**Excelledia
Ventures**

- Work collaboratively with senior management, partners, business development, technology and live events teams to execute impactful design deliverables for our events business.
- Lead the Brand management team, Design team, Content team, Web development team, Digital marketing team to maintain our high calibre of content and creative.
- Guide, mentor, and cultivate a team culture to grow, empower them to take ownership of their brands and equip them with the resources to deliver to a high level.
- Data Marketing, Demand Marketing, Web & App Analytics, AI Data Labs, Attribution models and growth labs management.
- Customer acquisition, Lead generation, growing partnerships with new clients and technology partners.
- Developing a compelling reflection of identified core value among target customers both internal and external
- Corporate positioning, brand positioning, personal branding and pitch message that describes how EV digital innovation generate value in a unique way
- Drive execution of integrated marketing activity that delivers acquisition pipeline, retention and growth of the company's customers and partners
- Contribute to the growth of the brand through customer experiences and events
- Build the entire marketing strategy that delivers value and builds relationships and engages with potential clients
- A key contributor to the company's leadership team to define, refine and deliver the company's go-to-market strategy
- Developing a fully integrated marketing plans that leverage all marketing opportunities, including advertising, digital marketing, offline marketing and industry-specific events.

Professional Accomplishments

Excelledia Ventures

- Delivered marketing campaigns across diverse marketing channels - Phygital
- Lead, develop and manage the wider global marketing team
- Embed the culture of innovation across the organization that encourages everyone to drive successful outcomes for our customers
- Collaborated with the global Sales team to ensure they are equipped with necessary marketing inventory to succeed
- Monitor competition in the market and provide valuable, timely and insightful input into competitive strategy and activity
- Marketing automation, lead generation, digital customer acquisition, customer development and retention programs

Kent Homes Consultant

- Corporate branding after identifying the core value - We are building homes with heart. Developed the concept, content and deploy the same across all departments
- Product positioning - Identified the unique selling proposition of Palm Villa, Oak Ville and Palm Grove. Palm Villa - The ultra-premium living space in Kochi. Oak Ville - The villa-apartment complex in cozy atmos. Palm Grove - Finest living experience in Kochi.
- Marketing communication for each project based on the customer adoption ladder (Unawareness, awareness, evaluation, trial, customer, repeat customer, and brand advocacy).
- Creation of social media warriors inside the organization (Life at kent FB group, LinkedIn group). Creation of a dedicated blog known as empowers community, society and stakeholders.
- Revamping of the website (www.kenthomes.in) with new content, concept and design.
- Development of integrated marketing communication connecting corporate branding, product branding and personal branding.
- Implementation of lead management CRM by using Bitrix 24
- Employee quantitative performance appraisal integrating task performance (custom-made metrics), peer pool, profitable suggestion, etc.
- Marketing automation for managing the drop lead management including lead qualification process using Bitrix 24's newsletter management, social media integration, google integration and website integration.
- Integration of Send In Blue for promotional newsletter for the database from proxy domain.
- Multi-fold increase in the organic lead through website. Unique organic visitor increase from 454 per month to 2366 per month.
- Cost per lead reduction of almost 40% with and average lead progression of 60%.
- Implementation of sequential communication with inputs for increasing the conversion rates. Multi-fold increase in sales.

Professional Accomplishments

Megasys Biotek Consultant

- Completed the digital transformation in less than 75 man-days through effective planning, stage-wise implementation, documentation, validation, through inter-departmental collaboration and co-operation.
- Created a well structured MIS that depicts the performance of the individual department and overall performance of the organization.
- Instrumental in developing business partners in Nepal and India.

Anta Builders Consultant

- Implemented value-based brand management process in all departments (procurement, finance, architect, construction, sales department, customer-care, marketing, corporate communication, etc).
- Results include expansion of operations into Trivandrum, creation of standalone projects like Kannadi Kovilakom (introduced mechanical car parking), New Earth (fully sustainable eco-friendly living space in Cochin), etc.

Smarkus Solutions

- Managed the complete marketing activities for pharmaceutical companies like Fenestra (major brands - Vit D3, Vit D Cal, Fenavit) Baryton (Adbona, Cissbona, BMF) and Pharmacopius (Atarp, Clint, Platwin).
- Development of standalone calendar for Citron pharma, USA (wellness calendar), Anta builders (Own your imaginations) and Fenestra (52-week calendar).
- Strategic-alliance of Murugappa group with Green valley beverages for the production of a functional food (iced tea).
- Brand logo creation for Variety icecreams, Credence formulations, Seeken SG1, etc.
- Baryton pharma and Fenestra pharmaceuticals conference participation planning, implementation and activities for KAOCON.
- Facebook marketing for the movie Tharakangale sakshi.
- Seeken mobile product launch in India; corporate branding (BMK International) and product branding (product packaging, social media marketing, PR management, digital customer acquisition, CRM, etc) in the launch phase.
- Odyssey celebration (Pharmacopius 10 year) - Concept, content, deployment and co-ordination
- Prescription loyalty behavior of Indian Physicians identification, and training to pharmaceutical industry
- New product development - Amfiber in weight management, hyperlipidemia, diabetes, elderly with debility, constipation, etc. Black cumin and Flax seed for Vivacon.
- Product positioning, marketing communication for Osteoblast, NADH and Millet extract for K.W. Pfannenschmidt GmbH
- Women's day campaign (She is worth) - Concept, content and deployment for Avecia
- New Earth- The fully sustainable eco-friendly project in Kochi. The concept, brand positioning, communication and marketing collaterals for Anta builders

Professional Accomplishments

Plant Lipids

- Multi-fold increase in business for Plant Lipids, China. Awarded as the largest exporter for spice oleoresins from spices board during the tenure.
- Instrumental in building Plant Lipids, Thailand from the nascent stage.
- New product development - Initiated the development of sediment free oleoresin capsicum, Rhodamine free oleoresin capsicum, low color oleoresin capsicum, garlic seasoning, etc.
- Newmarket development - Capsicum crystals in pharmaceutical, nutraceutical, cosmeceutical industry, Oleoresin paprika instead of fixed oil (exported 100 MT in one shipment) and B2C marketing in Thailand market.
- New product positioning - Cureit, Bioavailable curcumin in the natural matrix, its pharmacodynamic property identification and its relevance in managing diseases like cancer, diabetic retinopathy, neuro-degenerative diseases, etc.

Celon Labs

- Launched Revilon, the critical division Celon laboratories with unique products like Prostal, Clexane, Labil, etc.
- Successfully trained more than 100 medical representatives, 25 business managers (first-line, second-line and third-line managers) during the launch phase that was instrumental in getting the immediate business for the division.
- Initiated the Celon connect, Vascular foundation of India, Critical care clippings, Management of hypertensive crisis, etc the first of its kind pharmaceutical marketing strategy in 2008.

Crescent Therapeutics

- Successful launch of sizopride and dulocent, which were considered as the highest new prescription generated brands (based on ORG) in 2008-09.
- Creation of unique and standalone strategies like an epileptic genius, schizophrenia genius, pain a silent epidemic, etc.
- Creation of unique strategies for conference and event participation. Pioneers in neuro-psychiatry, Psychiatry in cinema, Evolution of anti-psychotics, Gratitude campaign, etc.

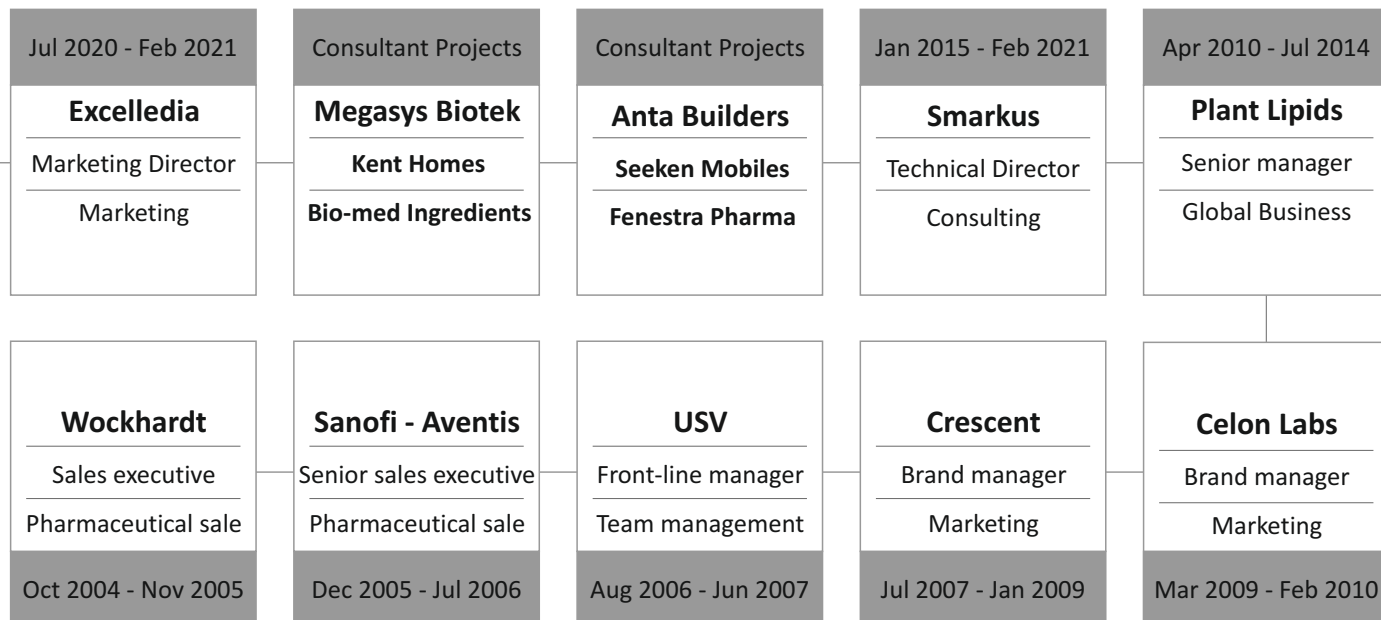
USV

- Manage, train and develop a team of sales professionals. The team become highly productive within a span of 3 months and continued the consistent performance (yearly international trip and highest incentive earners).
- Provide product knowledge training, metrics integrated strategy implementation, and train the teammates to have a better in-clinic performance that enhances business.
- Instrumental in conducting customer development programs, customer retention programs, new product launches, distributor relationship management, retail chemist relationship management, etc.

Sanofi - Aventis and Wockhardt

- Executed sales development strategy across the assigned territory to achieve the sales objective.
- Achievements - All India topper for Dilex, Escytop and 110% target achievement for Clexane.
- Created octagonal way of marketing and recognition for supporting the marketing team with consumer behavior, competitor information, etc.

Career Graph



Academic Profile

Academic	Certification Body	Year	Remarks
Bachelor of Pharmacy	Dr. MGR Medical University	1999-2004	First Class
Internal audit (ISO 9001:2008)	Quality Research Foundation	2011	Certified
Digital marketing	MSME - Technology	2015	Certified
Adwords search certification	Google	2018	Certified
Leadership in Digital transformation	Open SAP	2019	93.3%

References

- Mr. Asok Kumar, Managing Director, Akesiss Pharma
- Mr. Shijith, HR Manager, Akesiss Pharma
- Mr. Midhun Kurien, Managing Director, Anta Builders
- Mr. Subbarao Chaganti, Marketing Director, Crescent Therapeutics
- Mrs. Rekha Pragath, GM marketing, Celon Laboratories
- Mr. C.J. George, Managing Director, Plant Lipids
- Mr. Alexi, Ex-RBM, USV

Portfolio

Thoughts and Learning

- [Brand recognition - How to solve this puzzle?](#)
- [What makes a brand management strategy successful?](#)
- [A wholesome presentation on marketing](#)
- [Value - based brand management](#)
- [How to build a personal brand?](#)
- [Seven rules of brand growth](#)
- [Sales vs marketing vs marketing that follows brand management](#)

Pharmaceutical works

- [Management of hypertensive crisis](#)
- [Vitamin D monograph](#)
- [Black cumin monograph](#)
- [Pioneers in psychiatry](#)

Articles authored

- [The man who invented email is now revolutionizing medicine](#)
- [Key lifestyle changes for kidney health](#)
- [Michael mathew is disrupting Indian educational system](#)
- [Doctor Blessan varghese talks on reversible cardiac risk factors](#)
- [Journey of robotics engineer who become a real estate entrepreneur](#)

Marketing Collaterals -

Content, Concept and Creation

- [New Earth - Anta Builders](#)
- [3D Walkthrough - New Earth, Anta Builders](#)
- [Campaign - Red is hot, Anta Builders](#)
- [Corporate brochure - BMK](#)
- [Corporate video - BMK](#)
- [Seeken Sg1 - Product presentation](#)
- [Odyssey presentation](#)
- [Food for health - Booklet](#)
- [They Inspire - Booklet](#)
- [Peripheral arterial disease - Poster](#)
- ['Womens day - Poster](#)
- [Self-medication awareness - Poster](#)
- [Wellness calendar 2016](#)
- [Food the best medicine 2015](#)
- [Own your imagination calendar 2016](#)
- [Weekly calendar 2015](#)