

R. DIRAVIYAM

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An upbeat leader with a passion to deliver extensive managerial skills and the natural ability to identify & capitalize upon opportunities for optimizing institutional benefits; targeting senior level assignments in Sales & Marketing, Business Development, Channel Management and Team Management with a leading organization

PROFILE SUMMARY

- Strategic & enterprising leader, with extensive experience in managing crossfunctional delivery in a multi-site environment with over 35 years of career success in developing & executing operational strategies to accomplish top & bottom-line profitability
- Offering extensive experience in Sales & Marketing, Business Development, Territory & Channel Development in multi-cultural & cross-functional environment; drove over INR 1050 Cr. of business per annum for the organization
- Built a solid sales infrastructure from the ground up, expanded penetration in new markets, and delivered immediate results producing new business while directing business development, deal organization, and building credibility and rapport with new and existing customer stakeholders
- Trusted and highly-respected Sales Management leader and mentor during explosive multimillion-dollar company growth from XX Cr.-XX Cr.
- Experienced in Sales Administration and Business Excellence in defining success metrics throughout the sales life cycle while undertaking the ownership of sales management, dealership engagements and marketing penetration
- Expertise in creating new partners and harvesting untapped business opportunities; effectively identifying and networking with channel partners, resulting in deeper market penetration & improved market share
- Wealth of cross-functional expertise entails Channel Management, Depth & Width of Distribution, Market & Competitor Analysis and Market Categorization & all aspects of product management (customer segmentation, positioning, pricing, product promotions)
- Decisive, strategic and performance-driven professional with merit of enhancing the product/brand awareness in the new territories and existing regions, developed monthly sales forecasting & pipeline and worked towards the expansion of the business
- Developed & led successful execution of cross-functional programs in conjunction with Sales Leadership, Training, Business Development, Marketing and other key business expansion parameters; successfully managed sales and operational functions for multiple locations; heading a team of over 50 members per plant including 4 Plants across PAN India
- Leveraged capabilities in determining business unit's mission direction, formulated initiatives & provided strategic advice for achieving corporate strategic goals; skills in formulating strategies aimed at driving business growth

CORE COMPETENCIES

Business & Operational Leadership

Strategic Business Planning

Sales & Marketing

Profit Center Operations

Revenue and Pipeline Growth

Region & Territory Development

Distribution & Channel Management

Supply Chain Management

Brand/Product Management

Key Account/Brand Management

Client Relationship Management

Market & Industry Analysis

Go-To-Market (GTM)

Team Building & Training

EDUCATION

- Master of Marketing Management from Loyala in 1999
- **B.Tech.** (Production & Industrial **Engineering)** from Anna University, MIT in
- B.Sc. (Applied Science) from Madurai Kamaraj University in 1983

TRAININGS/WORKSHOPS

- Nissan's Logistic Workshop on Supply Chain Concept
- Nissan's GTOP Training to work under SAP Environment at Chennai
- Toyota's Price Control Training session at Bangalore
- In-house Training for International Marketing and Communication for Export **Business Development**
- Trained in Japan, Thailand, Indonesia & Vietnam group companies
- Participarted in ACMA, CII and SIAM Meetings





Since May'01 with Mitsuba India Pvt. Ltd., Gurgaon

Growth Path/Deputataion:

May'01-May'03: Sr. Manager Jun'03-May'08: Chief Manager Jun'08-May'14: Assistant General Manager Jun'14-May'18: Deputy General Manager Jun'18-Till date: General Manager

Presently leading a team of **total 200 members** including **50 direct reportees** and heading sales and marketing operations of **4** major cities including **Chennai**, **Pune**, **Gujarat and Delhi NCR**

Key Result Areas:

- Delivering top-line & bottom-line revenues for products portfolio; developing, reviewing and reporting on the business development strategy in the region, and ensuring the strategic objectives are well understood & executed by the team
- Intellectualizing annual business plans / strategies for maximizing profitability & revenue generation & realize organizational goals; executing plans/objectives in sync with vision and mission
- Scheming a manpower and succession plan for the division to drive appropriate action for future resourcing and generating strategies to address future requirements
- Reducing the turnaround time for solution shaping, by instituting key process improvements, thereby resulting in overall growth of business; influencing the win-ability and win-rate by improvising solution shaping & deal review process
- Designing business plan for driving revenues and accomplishing corporate goals & revenue targets for Small Starter Motor for Scooters and Motorcycles
- Extending support towards developing plans and P&L structures to assure achievement of agreed-to volume, market share and profit objectives; conducting feasibility studies for all new RFOs and Enquiries
- Studying drawings and preparing BOMs; screening and analyzing internal costing for all new projects
- Enhancing organizational reach and market share of products through the application of robust strategies, effective pricing, and excellent client relationship management skills
- Building PAN India Supply Chain and conducting assessment of feature list
- Analyzing latest marketing trends, tracking competitors' activities and providing valuable inputs for fine-tuning sales & marketing strategies and tracking & reporting competitor activities
- Collaborating with internal teams and suppliers to evaluate costs against expected market price points and setting structures to achieve profit targets
- Nurturing and developing the channel partners, evaluating performance & monitoring sales and marketing activities
- Administering strategic sales & business planning, forecasting, cost control & budgeting, financial planning, market identification for product development and vendor relations
- Sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members

Significant Highlights:

- Strategized project acquisition plans and bagged new CNG Business with Maruti Suzuki India Ltd. and E.VMotors Development to improve revenue of the organization
- Improved business by acquiring business for A-Star Business from Maruti Suzuki India Limited and small carBusiness with Toyota
- Developed relationship with major clients and won business for New Corolla-Altis from Toyota as well asnew export business for Nissan's X11M
- Served as a Member in ACMA and CII, SIAM
- Spearheaded business from Tata, Mahindra & Mahindra, Honda, Volvo, Mitsubishi, Kia Motors, General Motors, Renault Nissan and many other global auto companies
- Secured major orders from Hero Motors Corps, Honda Motorcycle, Suzuki Motorcycles, Yamaha and RoyalEnfield and also bagged orders for BS-VI Engines (Fuel Pumps, ISG and Relays)
- Increased the sales of the organization from INR 20 Crores to INR 950 Crores after joining the company



Apr'96-Mar'01 with Carborundum Universal Cut-Fast Division, Chennai Sr. Manager-Sales & Marketing

Significant Highlights:

Worked as a Single Point of Contact between customer and plant for all techno-commercial functions. Developed and Expanded business with various major clients including Nissan, United Kingdom and generated revenue with DC and Volvo

Jul'92-Mar'96 with Usha International Limited, Chennai as Manager Sales Product In-charge (Pistons and Engine Parts)

Significant Highlights:

Spearheaded complete project management functions and ensured on-time completion of projects within budget constraints. Developed business with Arvin Meritor to improve revenue of the organization. Administered various functions for procurement of Vertical Injection Molding Machines from Taiwan

Mar'89- Jun'92 with Engine Components Limited (Rane Group), Chennai Assistant Manager

Significant Highlights:

Consistently performed well and promoted as Assistant Manager from Senior Sales Officer. Developed new business by acquiring new customers including Maruti and completed projects for Omni and 800. Managed new enquired and NPD and spearheaded functions related to OEM sales while reporting to GM Sales

Apr'86-Mar'89 with Process Pumps India Pvt. Ltd., Bengaluru Sales Engineer

Significant Highlights:

Managed industrial customers and new product development while working as Sales Engineer. Improved sales for channel partners/dealers as well as OEM sales and services. Administered RFQ and prepared costing and sales network



Date of Birth: 1st January, 1963 **Languages:** All South Indian Language, Hindi, Punjabi, Japanese and English