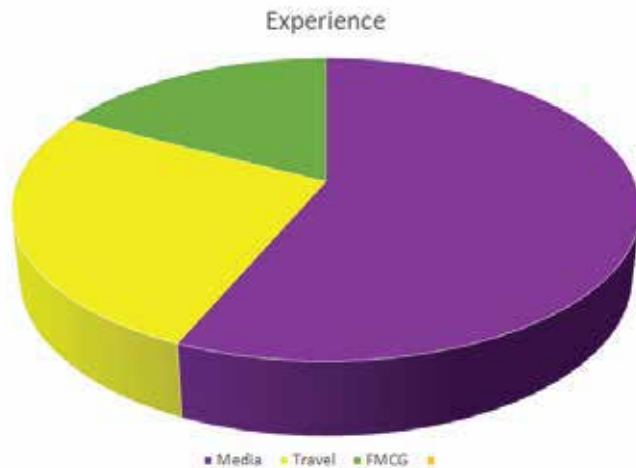


L Surender

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Bed, Koramangala, Bangalore-34



A marketing professional having experience in FMCG, Media- Print, Radio, Digital, experiential marketing and Travel.
a sales professional who has expertise in B2C, B2B, Institution, Concept and sponsorship sales

Professional Synopsis

23 years of experience in sales spanning from timeshare, yellowpages, FMCG, Radio, Digital, Experiential marketing and Travel

A result oriented sales professional with hands on experience in Direct, Channel, Institution, Sponsorship and Ad sales

Exposure of handling Pan india sales function with multi city coverage

Played a strategic role to develop marketing and sales strategy through product management and competitor/ environment analysis

Implemented sales and marketing automation tools to effectively contribute to business development

Coordinate effectively with internal stake holders to meet the demand of clients and to smoothen business process

Demonstrate leadership by leading from the front and taking ownership of tasks

Pivot as a P&L role and take ownership of receivables and operations of the process

Competent to foster a stimulating work environment and deliver work with commitment

kaizen approach with continuous learning and consistently upgrading knowledge

Consulting Role : April 2021 to March 2022



Phase 1: Conceptualization and Market research

A sporting, entertainment and events destination

A multifacility sport center for commercial use for neighborhood sporting academies, rent and play for corporates, Ground rentals for sports, events, flea, weddings, Musical events

TURNKEY PROJECT

Brand: THE ENTHU ZONE (under patent and IP registration)

Website URL: theenthuzone.com (URL registered)

Tag line: full of life, all of zing.

Sporting Facilities

Cricket, Football, Badminton, Table tennis, Skating, basketball, Swimming and center Tennis ball cricket ground

Activities

Academies: professional training academies to train each sport

In shop formats: for brands associated with health, F&B etc.

Venue branding: sponsorship of tangible sport and lifestyle brands

Tournaments: open tournaments for corporate and different age groups

Events and entertainment: open air venue for Musical events, flea and weddings

Project report

Projections: for the period 2022 to 2027

Demographic study: potential of the neighborhood, number of residential welfare, apartments (gated communities), layouts etc.

Competitor analysis: total no of sport centers in the Bangalore-north zone with break-up of individual and multi facility sports center

MOU formats: with profit-sharing variables with academies, Investor, owner and brands

Marketing plan: full-fledged marketing plan to aid footfalls and achieve the revenue target

Events and IP: business development through various events and also revenue model for organizing own Ips which can generate business

Operations Management: plan the entire resource to manage the facility along with equipment's, property management consultants

2. Company: Satguru Travels India Pvt Ltd

Brand: Satguru travel Management

Role: Consultant Sales (New- business development)

Period- September 2021 till date

Role: Individual role in conjunction with the regional director, India and branch head-operations, India.

Reach out to new customers and generate request for information on satguru travels and also generate request for proposal

Present the capabilities of the service functions and also customize technology for automation (aligned them with a Bangalore based technology firm to assist travel services)

Created pipeline to the extent of 60 crores INR projected business volumes from three large corporations

Also a pipeline of 25 customers which are hot prospects from across cities like Bangalore, Hyderabad, Chennai, Mumbai, Delhi NCR and Pune.

3. Company name: Gyaankar Technologies Pvt Ltd

Brand: Pagarbook

Role: Consultant – business Development

Period- April 2021 to August 2021

Job role: Setting up the field sales team, which involved sourcing of candidates, training and launch the services for Karnataka

Sourcing: Hired candidates through various sources such as job portals, institutes and referrals.

Training and Development: created training collaterals and on field collaterals to better present the products and services

Sales force management: assigned KPIs and KRAs along with weekly, monthly and quarterly targets and achieved the numbers

Media production: create product audio visuals

Career growth

Cozmo Travel world Pvt Ltd- Genral Manager -Business Development, Aug 2018 to March 2021

Cozmo travel world is a part of the air arabia group based out of sharjah and present in 8 countries, As a GM Business development spearheaded as a core team member in setting up the business travel division across India.

Job responsibilities

Sales: As a leader of the sales function took responsibility of setting up the entire function of thee sales team, Inside sales team for the pre sales and key account managers for acquisition and manging the clients

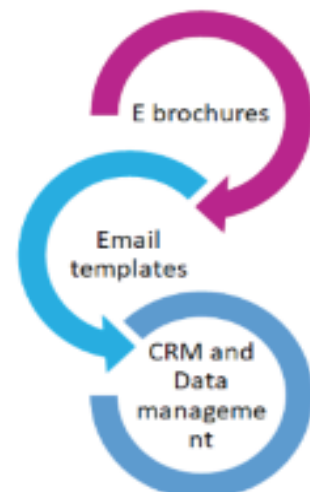
Marketing: preperation of collaterals for all divisons which included design strategy, and creative solu-tions

Account management: Management of clients business by formulation of service level agreements, Operational procedures and maintain customer relationship

Key Achievements

Set up the team, prepared content for sales collaterals, designing of the collaterals, formulated the team structure along with organisational structure

Launched a PAN India sales for the Business travel, MICE, Trade Fair and exhibitions in Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Cochin and Pune



HT Media Ltd (radio division) General Manager –Sales May 2017 to Apr 2018....

About the company: HT media Ltd (radio division) owns the brand Fever and Nasha FM, 15 stations across the country

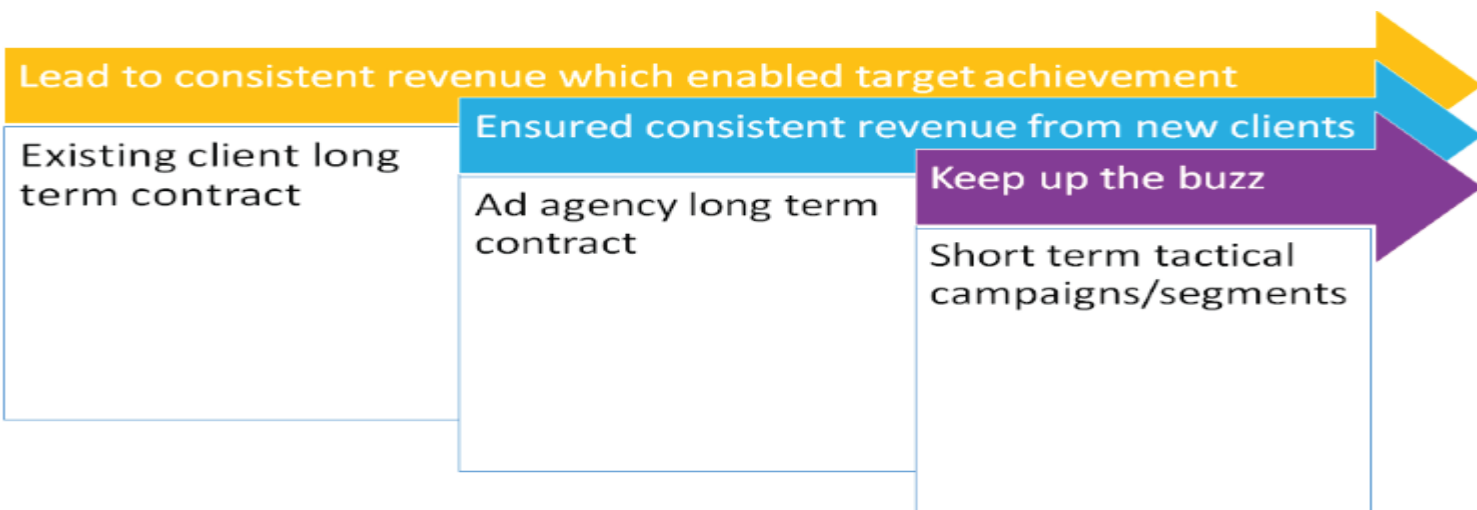
Job responsibilities

Advertising sales As a leader of the sales function took responsibility of half of the station revenue Target and assisted the sales head in achieving the targeted numbers

Team Management was responsible for the management of the team target and the operations of such as campaign execution, client relationship, team attendance and compliance

Revenue stream management was responsible for the different revenue streams such as Fixed commercial time, On air property pure money, on ground activations etc and had to maintain compliance as per the set KRAs

Achievement: Award winning activation plan for Narayana health from (Ad club Bangalore) big bang awards 2017/18.



Indigo Music Pvt Ltd (Indigo Live)-GM Sponsorship and events Jan 2016 till April 2017

About the company: a Jupiter capital venture Indigo Music Pvt Ltd operates in the brand name of Indigo live and conducts large format outdoor events of various genres in the international music spectrum.

Job responsibilities

•Sponsorship sales

As team leader of the sales team and a core member of the Indigo Live senior management, responsible for overall strategic sales planning of various properties being built by the company, as part of its calendar

•Business Development

Garner new business for the company's ancillary divisions – Integrated Marketing Solutions and providing artists to third party clients.

•Trade Marketing

Plan the annual trade marketing strategy, along with the core team, with the clear objective of positioning Indigo Live as a leading creator of platforms for brand marketing through music

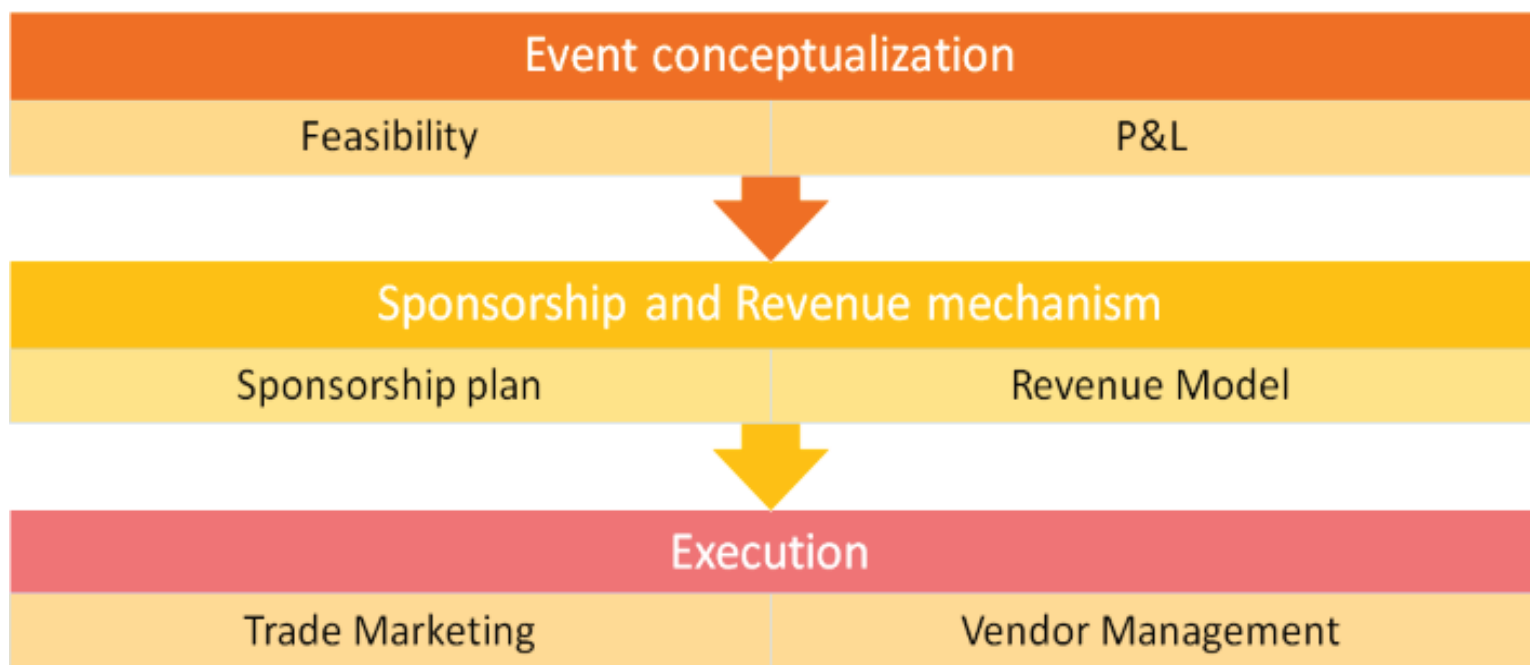
•Strategy & Planning

Play an integral role in designing goal oriented business strategy and in concept planning and development of branded properties so as to ensure competitive advantage over other players in the industry.

Achievements

•Signed annual contracts of over 65 lakhs between the period Jan to May achieving 65% of the targets assigned for the year 2016/17 to indigo live music bar (activations and product placement)

•Chalked a business plan to finalize the AOP for Indigo live (events division) and initiated two projects to be kicked off in July and August 2016



Publicitas Digital – Regional head south

Apr' 14 – March 2015

About the company- Publicitas Digital is the local partner for advertisers and agencies seeking digital media solutions on foreign markets and is a part of the publicitas global network.

- Managed international portfolios like forbes.com, reuters.com, newyorktimes, Washington post, financial times etc.
- In touch with all the key digital agencies and advertising agencies for digital including direct billing from retail segment
- Managed the display ad sales for south India and regularized the business from key accounts
- Doubled the turnover for the domestic business and reached out to the key accounts for International business
- Identified some verticals and signed annual contracts with the key players
- Identified and monetized on some new ad units for www.gsmarena.com
- Handled the key accounts and converted a revenue of 1.5 crores from e commerce players such as flipkart, amazon, Intel, Lenovo etc. which was new business development sustainable in the following year contributing a growth of 60% year on year

Newyork
times

Reuters

Washington
post

GSMarena

Fortune

About the company: had been one of the founding members of the organization started off with an exclusive distributorship of a travel media product and then went on to create the country's first digital interactive Tab media (an innovation the media industry)

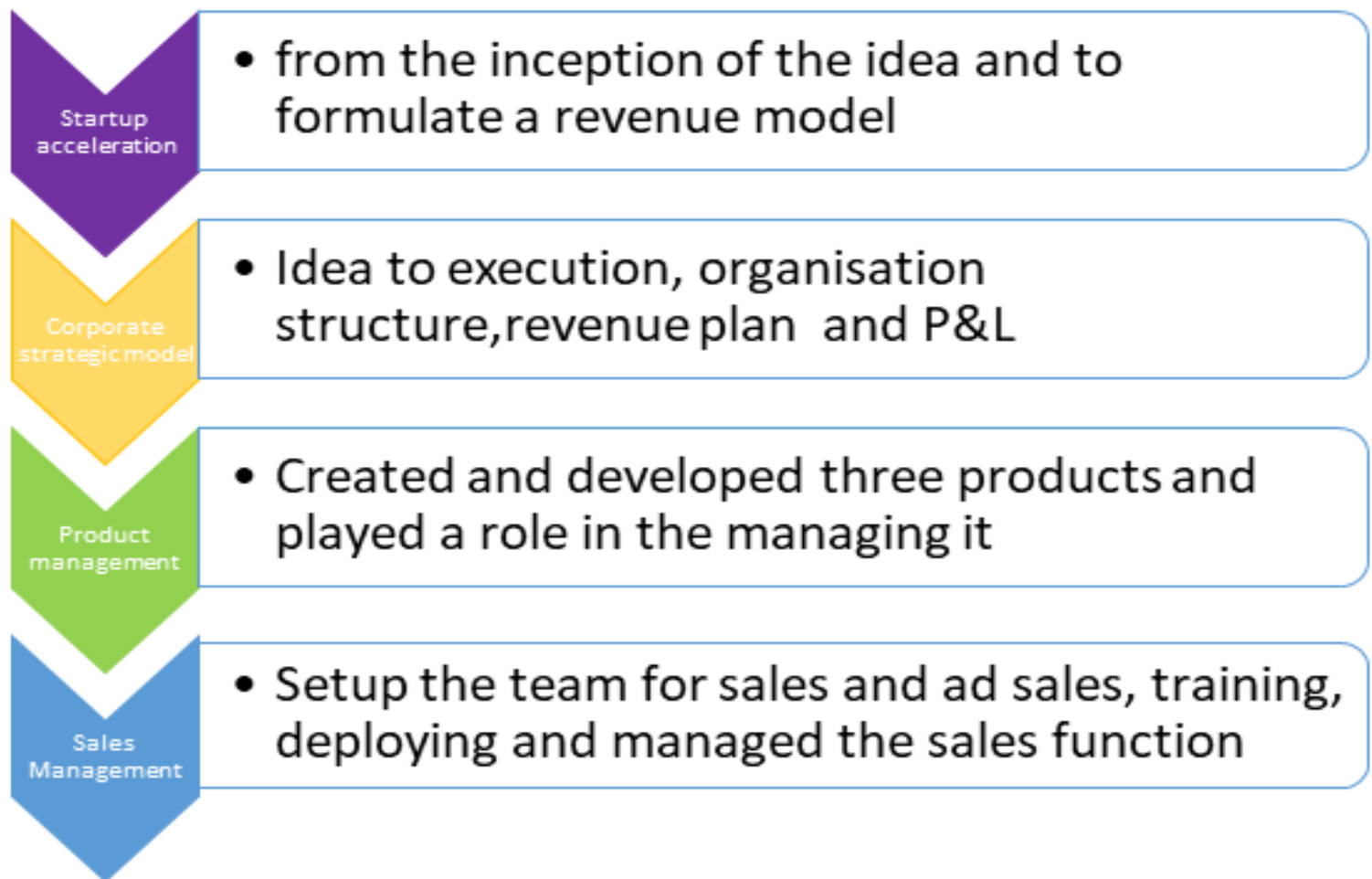
Product franchised: Truvle an interactive web based application, created an advertising model with the same

Product launched: Value touch, India's first digital interactive OOH media, was conceptualized as a digital menu application embedded in a tablet form which could bring about advertising for the liquor products in the restaurants, bars and pubs across the country

Events and BTL: Under Valuemakers set up a strategic business unit events and BTL a vertical which was focused on Brand activations, Media property & Events.

Functional vertical with over 150 brand activations transactions, 5 media properties and many events to its credit

- Executed a Pan India CSR activity for Alcon laboratories in the year 2013-14 called as " your vision our mission" which involved in coordinating with the HR of the corporates for a free eye checkup camp totally 150 corporate were covered across 20 cities
- Worked on road show state wide Activation for ITC Mangaldeep spanning Karnataka and Tamilnadu
- Conceptualized and Managed the sports event for a reputed IT park where 18 different sports activity were conducted for a period of 4 years consecutively
- Conceptualized and executed various BTL activities with clients for launches, mall activations etc.



Job responsibilities

Understand Travel requirements of customers through phone calls, regular meetings, Travel MIS, Customer survey etc.

Updating Customer profile of the passengers which captures crucial information of the travelers to enhance operation procedures

Understand the travel patterns Domestic - International breakup, Project based requirements, Frequent fliers, frequent Travel Destinations, Individual preferences, level of service required.

Articulate the needs to the Travel councilors (reservation staff & manager) and derive or enhance operation procedures

Understand Customer, regularize and enhance business and focus on revenue generation

Extend and monitor services to key members of the organization

Study on key performance Indicators (KPI's) like Receiving of calls, Turnaround time, courteous & friendly etc. of the reservation executive to enhance service levels

Analyze sales trends of customers and classify the customers and assign to different teams

Generate travel MIS and study extensively on frequent fliers, airline spends, destinations traveled, domestic/international break up etc.

Send out feedback forms to the Passenger & Travel Coordinator follow-up on the same.

Consolidate the feedback forms and derive a rating system to understand the service & satisfaction levels

Analyze travel MIS and suggest methods of cost efficiency

Derive service level agreements to enhance and adhere to the expectations of the customers

Formulate travel policies which could extend better service levels and efficient operation procedures with a focus towards cost efficiency by consolidation of travel related spends.

Credit control: Monitor the payment patterns of the client and derive a control measure which improves the collection methods.

Enhance profitability: revise commercials, innovative pricing, effective methods of revenue generation

Account reconciliation for the travel spends

Achievements

October 2004: Based on sales volume classified customers handled from back office and formed two teams key accounts and middle markets with different telephone lines to enhance service levels

December 2004: did a study on average volume handled by a person and assigned two executives (Dom/ Int) to handle a group of customers

April 2005: Setup a team of relationship executives comprising of two members and chalked out the KRA's, Client visit methods, call process etc.

August 2005: derived on a performance evaluation pattern based on customer feedback

December 2005: along with the support of senior management set up a team concept focused on service deliverance evolving a new hierarchy to enhance the service levels and to evaluate performance on various parameters

February 2006: Conducted campus recruitment in Christ College for IATA qualified students.

April 2006: Implementation of the team concept to all India.

Job responsibilities

Primary and secondary sales: Achieve primary and secondary sales target on a monthly, quarterly and yearly basis.

Analyze sales trends-Forecast the sales based on previous sales and derive targets to attain growth.

Distribution: Devise plans for Direct and Indirect coverage of the market, beat record keeping and ensure availability of the products across in order to attain growth.

Visibility: to enhance the visibility by proper positioning and POP materials to increase the market share and to maintain the marketing standards of the brands.

Trade recommendations: to document the recommendations of the trade in order to help the management in crucial decisions on strategies.

Channel Building: maintain the health of the stockist / agency by extending maximum support in managing the business.

Training & development: for the salesmen of the distributors by demonstration and improving their product knowledge.

Tata infomedia Ltd - Sales Executive

Dec '98 – Jul '01

Monthly Targets: Achieve monthly targets through direct sales.

Relationship: To develop and maintain a long term strategy for the client to advertise in the directory.

Value Adds: To create the need by developing and creating artworks to add value to the visual impact to generate more sales

Team Target: to help team members achieve the target by making joint calls

Sheridan resorts - Sales Consultants

Apr '98 to Dec '98

Monthly Targets: Achieve monthly targets through walk in clients

Value Adds: To create the need and close instantly

Training and development: for new recruits

ACADEMIC OUTLINE

Master diploma in Business administration from Tasmac University (pune) 2009
Bachelor of Science, Vijaya Main College, Bangalore University 1998

Other career achievements

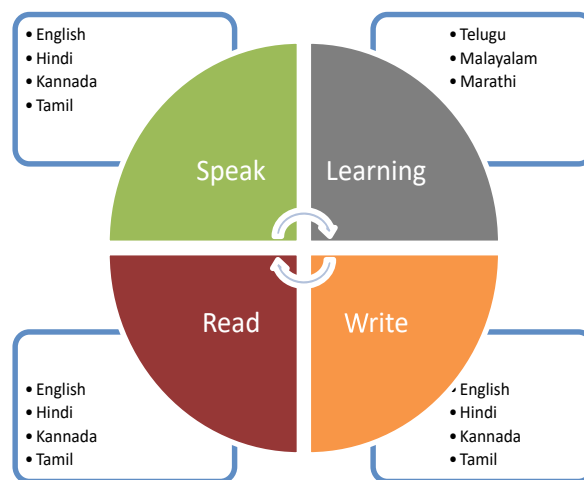
Was the zonal finalist of the fever i dream 2009 contest (a business idea contest) was covered in radio Fever 104 and television etc. August 2012

Conducted an event to commemorate the world champion and felicitated Mr Manikantan kumar, Gold medalist, International federation of Sport climbing, Paris 2012. Raised funds through sponsorship December 2012, this initiative was taken as a not for profit social activity to encourage a foundation for hearing impaired and physical disability

Completed google certification on Fundamentals of Digital marketing certificate id 8ZS AMW TV8

PERSONAL VITAE

Language Proficiency



Date of birth :03/07/1975

Marital status :Married

Passport # : T6446717

I hereby declare that the above mentioned information is true to my knowledge; references can be provided of reporting officers and clients on requests

Thanking you,

L Surender