

Lakshmipathi B.T.



A Passionate, Results-driven professional, soliciting leadership assignments in **Sales & Marketing/Business Development** with an organization preferably in **PAN India & Overseas**

Sales & Marketing

Digital Marketing

Business Strategy



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Core Competencies

Brand & Product Management

Market Research & Analysis

Strategic Alliances and Partnerships

Profit Centre Operations

Retail and Channel Management

Business Development

E-commerce/ E-business

Wealth/Financial Management

Six Sigma & Lean Management



Profile Summary

- ▶ A Dynamic and accomplished Sales and Marketing professional with **over 20 + years** of rich experience in Marketing , including Digital Marketing, sales, revenue expansion activities with key focus on *top line and bottom line performance*, through Customers, Channels, territories, clusters, franchisees, Key accounts, Dealers & distribution, Finance and HR management in diverse Industrial sectors. Consistently increased sales, market share and profits through strategic focus, team orientation and solid execution
- ▶ Merit of consistently achieving **Outstanding Appraisal** for **over 16 years**
- ▶ Hands-on experience in managing large Sales and Marketing Team ,and leading *Digital Marketing activities like SEO, SEM, PPC, Social Media Marketing , Email Marketing, Affiliate Marketing, Display Ads, Retargeting, Mobile Marketing, Google Analytics & Web Analytics* Collaborated with sales, marketing and other key stakeholders to understand customer insights and executed customer centric market/sales plans and programs, which increased the sales and margin growth by **24%**
- ▶ Sound strategic and operational competence with consistent success in maximizing corporate performance through personal contributions in strategic planning & execution
- ▶ Expertise in developing relationships with key decision-makers in large corporate and enterprises for business development, for suggesting most viable services & cultivating healthy relationships with them for repeat business
- ▶ An effective leader with excellent communication, relationship management, negotiation skills with distinguished abilities in directing, leading, training & motivating large multicultural workforce, for accomplishing greater operational efficiency and business excellence



Soft Skills



Communicator



Collaborator



Leader



Innovator



Intuitive



Career Timeline

Centaur
Laboratories
Ltd., Bangalore

Pfizer Ltd.,
Karnataka

HDFC Bank,
Bangalore

Mahindra Holidays
and Resorts India
Ltd, Bangalore

May'99 – Jul'00

Aug'00 – Jun'01

Jul'01 – Oct'07

Oct'07 – Jan'10

Jan'10 – Oct'10

Nov'10 – Jul'17

Jul'17 – Sep'18

Citadel Fine
Pharmaceuticals,
Bangalore

ICICI Bank,
Bangalore

Vaishnavi
Infrastructure Pvt.
Ltd., Bangalore



Academic Details

- **(MBA/ePGP) in Management (Dual Specialization -Marketing and Finance)** from **Indian Institute of Management, Kozhikode, Kerala (The Programme Accredited by Association of MBA's London,(AMBA) in 2013.**
- **M Sc (Biochemistry)- Bangalore University ,Bangalore -1998.**
- **B.Sc. (Chemistry, Botany& Zoology)** from Govt. Science College, Tumkur, Karnataka, **Bangalore University; Topped College in 1996**



Organizational Experience

CNTC India Projects Private Limited & BGDPL (Subsidiary of CNTC HONG KONG), Bangalore.
Head –Marketing and Sales

Feb 2020 to Present

An Organization Involved in Ultra Luxury Real estate Development across south India (Residential -Retail & Commercial projects.)
 Website: <https://www.cntcindiaprojects.com>.

*Currently **Heading Sales And Marketing Function** for **CNTC INDIA PROJECTS PVT LTD, Comprising Of ICONIC - “ THE PRESIDENTIAL TOWER ”**, AT -YESHWANTHPUR BANGALORE , and **other ONGOING projects** .*
*The Presidential Tower Is **South India's Tallest ,Ultra Luxury Real Estate Development Project.** and it's a **Joint Venture Project between CNTC HONGKONG and BGDPL.**(The Units In Presidential Tower Is priced upwards of **2.5 Crs to 20 Crs** , comprising of **3,4 BHK and Sky Villas** , in **50 Stories in Tower A and B**)*

Key Result Areas:

- Responsible For Complete Sales And Marketing function in the organization and manage sales of the project through a team of sales and marketing professionals .
- To Plan and Develop Marketing campaigns (**Both Traditional and Digital marketing**) to generate Leads for sales team. And to Create **Brand Awareness and Brand Equity**.
- To Drive Sales of the project through **Direct Sales (Own Sales team)** , by mentoring and motivating the sales team and also through **Channel Partners** by maintaining Good network and Relationship.
- To Develop, Sales strategies & other promotional activities for the projects to , achieve the assigned targeted sales.
- Responsible for timely Sales Receivables(collections) & Better Customer Relationship Management to Retain and Generate Referral Sales , by developing effective referral programmes.
- To brainstorm with team to develop new and innovative selling and promotional techniques / schemes
- To Monitors Competitor's Activity , Trend and Competitor Benchmarking in order to effectively balance competing priorities to full fill all customer expectations i.e., keeping abreast with competitor residential property offerings, pricing, location, quality, etc.
- To scan the market, identify opportunities for business growth, prepare and implement growth plans
- To Deliver targeted **top line and bottom line** as per the projects business plan by meeting sales targets.
- To Ensure positive customer experience to a distinguished client base with entire Sales , Marketing And CRM team (Holistic Marketing).
- To Analyze and evaluate the **effectiveness of Marketing Campaigns** and sales enquiries, methods and results.
- To Oversee the development and management of internal sales operations & processes.
- To analyze the sales trends & coming up with sales techniques that target the right market with the right tools.

- Participating in negotiations & bringing deals to a closure(Both with end customers and Marketing Vendors)

Aparna Constructions and Estates Private Limited., Hyderabad ,Bangalore.
Residential Sales Head.

Sep'18.-Feb 2020.

(An Organization Involved in Luxury and Uber Luxury Real estate Development across south India (Residential -Retail & Commercial projects.)

Aparna Constructions and Estates Private Limited is a Hyderabad headquartered, backwardly integrated , south India's Leading and Hyderabad's No1 real estate development company with 46 top notch projects completed till date ,since last 26 years.

Headed Residential Projects Sales : Aparna HillPark Lake Breeze, APARNA ONE (Tallest Uber Luxury Smart Homes) In (Hyderabad) ,Aparna Elina Project at Yeshwanthpur, Bangalore (Situated at a very prime commercial location) - An Ultra Luxury Project spread across 3 acres with units priced in the range of INR 2.5 Cr to 8 Crs Comprising 3,4, 5 BHK and Penthouses) and other ongoing projects - Aparna Maple , Aparna Cyprus .

Website URL : <https://www.aparnaconstructions.com>.

Key Result Areas:

- To develop all Marketing (both traditional and digital marketing) strategies and campaigns to generate leads for sales team.
- To Develop and drive **Retail sales** initiatives to achieve set goals by mentoring and motivating the sales team
- Developing, Enhancing, implementing of comprehensive Sales strategies & other promotional activities for various projects to create new markets, achieve targeted sales.
- Aggressively driving Sales Planning, Forecasting and Sales & Customer Service Management
- Devising new and innovative selling and promotional techniques / schemes
- Competitor Trend Monitoring and Competitor Benchmarking in order to effectively balance competing priorities to full fill all customer expectations i.e., keeping abreast with competitor residential property offerings, pricing, location, quality, etc.
- To scan the market, identify opportunities for business growth, prepare and implement growth plans
- Delivering targeted top line as per the projects business plan by meeting sales targets.
- Delivering positive customer experience to a distinguished client base
- Analyze and evaluate the effectiveness of sales enquiries, methods and results.
- Oversee the development and management of internal sales operations & processes.
- Regular analysis of sales trends & coming up with sales techniques that target the right market with the right tools.
- Proposing & implementing sales promotion activities for the project.
- Participating in negotiations & bringing deals to a closure.

Mahindra Holidays and Resorts India Ltd. (Club Mahindra),. Bangalore.
Marketing Manager-Karnataka Region.

Jul'17 – Sep'18.

Headed- A Vibrant team of 75+ members with full accountability of all Marketing and Sales Initiatives

Key Result Areas:

- Managed acquisition marketing activities (HNI Customers) through ATL , BTL and Digital Marketing Activities to increase/drive member base
- To Create ,Execute and Manage Unique/Innovative Marketing Campaigns (Digital &Traditional) to acquire new customers ,& To create brand awareness/brand equity.To drive traffic digitally & at Sales venues,events,exbns.
- Responsible for Marketing and Promotional Mix Management, Branding/Creating Brand equity, developing and executing Marketing plan as per the calendar, Product management and launches, segmenting ,positioning.
- Acquired various new customers/members by effective use of analytical techniques- Google Analytics, Advanced Excel Techniques and supported the leadership and Sales Team with analysis
- Supervised and improved lead generation campaigns, measured results and managed primary & secondary lead generation activities to support Sales Team in acquisition of new members
- To Drive Marketing Alliances to generate leads (Auto Pilots) for Incremental Lead generation, for better Brand Visibility and Awareness, thereby creating/increasing Brand equity
- Creation and publication of all marketing material/Collateral in line with marketing plans. And Monitoring and analyzing market trends
- Managing footfalls at sales venues by driving and overseeing activations in malls, retail outlets, exhibitions, trade fairs, hotels & restaurants, corporates, residential societies and schools

- Coordinating with advertising agencies, led media planning, managed publicity campaigns, monitored annual budgets and Vendor Management, PR, events and exhibitions, Key Account & Channel Management, to drive traffic at sales venues.
- Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations and meeting of individual & group targets
- Conducting Unique Experience/Engagement Activities (ex: Microlight and Cessna Flying, Golf Sports Learning Activities and others) for existing members to solicit references from them & for new members acquisitions
- To Own delivery and achievement of the business goals delivered through marketing function

Vaishnavi Infrastructure Pvt. Ltd., Bangalore.

Nov'10 – Jul'17

Head - Marketing & Sales.

As Part of the senior management team and as a Key decision maker on strategic marketing and growth initiatives, acquisitions, product direction & customer offerings. Leveraged extensive knowledge of marketing and Sales to direct the seamless execution of business-critical initiatives with time-sensitive deadlines

Key Result Areas:

- Formulated, directed and coordinated marketing activities and policies to promote products and identified, developed, and evaluated marketing strategy, based on organizational objectives, market characteristics, and cost and markup factors
- Analyzed business planning, pricing & forecasting for assessment of revenue potential in business opportunities
- To Create strong brand identity and enhance brand visibility & online presence and Planning and implementing promotional campaigns.
- To plan & channelize spends towards digital marketing to generate effective ROIs by Creating innovative digital marketing strategies & engagement strategy across social media platforms
- Creation and publication of all marketing material in line with marketing plans; Manage and improve lead generation campaigns, by measuring results
- Coordinating with advertising agencies, media planning, managing publicity campaigns, monitoring annual budgets ,Planning effective sales strategies for promotional as well as ongoing products; sales strategies to include offers, schemes, discounts

Significant Accomplishments:

- Successfully achieved and surpassed set marketing and Sales objectives and targets YOY
- Established strategic and operational sales plans which resulted in an increase in overall sales and gross margin improvement by 24%
- Amplified customer base by maintaining effective relationships
- Collaborated with internal and external stakeholders to acquire customer information to enable effective pitching for new business accounts



Previous Experience:

HDFC Bank, Bangalore

Jan'10 – Oct'10

Private Wealth Manager

- Executed sales of a wide range of product offerings including Equities, Mutual Funds, ULIPS, PMS, PE Funds, VC Funds, Secondary Bond Market Products, Real Estate Funds, Bullion, Asset Products (Housing Loan, LAP, LAS, Mortgage Loans), DEMAT & Trading Accounts and FOREX Products.
- Acquired High Net Worth customer and carried out financial planning & investment advisory for them; developed & maintained strong relationships with them for achievement of business / revenue fee targets

Significant Accomplishments:

- Consistently achieved the assigned business / revenue fee targets; augmented revenue through acquisition of new customers and expansion of product reach in market
- Excellent track record of mobilizing CASA worth Rs. 45 Crores.

ICICI Bank, Bangalore

Oct'07 – Jan'10

Premier Wealth Manager

- Managed complete sales of Equity, Mutual Funds, ULIPS, PMS, PE Funds, VC Funds, Secondary Bond Market Products, Real Estate Funds, Bullion, Asset Products (Housing Loan, LAP, LAS, Mortgage Loans), DEMAT & Trading Accounts and FOREX Products and understanding of a wide range of investment vehicles, including Equities, Structured Products, Foreign Exchanges, and Derivatives
- Undertook review of clients' portfolios, involving meeting clients, assessment of strategies based on Investment objectives & risk profile, identification of opportunities and preparation of customized asset allocation suggestions; explained complex financial products to customers and promote product sales

Significant Accomplishments:

- Steered acquisition of 26 new HNIs and revitalization of 12 dormant accounts
- Maintained 99% customer retention rate with lowest customer attrition in the assigned portfolio
- Played a key role in increasing AUM (Assets Under Management) by 28%
- Amplified customer base by acquiring new to bank HNI customers

Pfizer Ltd., Karnataka
Sr. Professional Service Officer

Jul'01 – Oct'07

Citadel Fine Pharmaceuticals, Bangalore
Sales Officer

Aug'00 – Jun'01

Centaur Laboratories Ltd (Pharmaceuticals), Bangalore
Hospital Service Executive

May'99 – Jul'00



Certification.

- Certified **Digital Marketer** (Google and Manipal Institute Certified)



IT Skills.

- **Proficient in Microsoft Office Suite - Word, Excel, PowerPoint and Outlook**
- Customer Relationship Management (CRM) and Wealth Planning Software- Sales force ,Siebel -CRM
- Finacle , Finnware, SAS and SPSS



Personal Details.

Date of Birth: 12th May 1976

Languages Known: English, Kannada, Tamil ,Telugu & Hindi

Important Profile Links :

➤ Linkedin:

<https://www.linkedin.com/in/lakshmi-pathi-b-t-11250120/>

➤ Google Adwords Certification Completion Link:

<https://skillshop.exceedlms.com/profiles/e4d3343cf8e445969068454e7e32d4c4>

➤ White Paper / Research Publication / Journal Entry:

Citrus Ventures—Distressed Asset Specialist,in the Book Strategic Marketing Cases in Emerging Markets.

https://www.springer.com/gp/myspringer/chapters?wt_mc=Internal.Event.1.SEM.ChapterAuthorCongrat

Published on: Jul 2017

Case Study 11: Marketing Management Case study published In Springer Publications USA.