

V.MOHAN

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Seasoned industry professional with 33 years of extensive experience in Marketing, Sales, Territory Business Expansion, Channel Management, Project Sales Management, New Business Acquisition; seeking challenging opportunity to work In Senior managerial position with reputed organizations in Storage Water Tanks, PVC pipes, building materials, verified tiles, ceramics, bath fittings, ply, laminates, MDF, particleboard, windows, sanitary ware, Bath fittings, consumer goods, electrical wires, PEB, SpaceFrame, Multi storied Steel Building, Auditoriums, etc and goods. Preferred locations: Any

PROFILE SUMMARY

- Result-oriented manager with in-depth insights in areas of Sales Operations, Marketing and Business Development, creating high value for the company
- Proven track record of formulating robust Business Strategies and implementing them through Direct Sales, Project sales initiatives, Channel / Partner Sales and Sales Distribution Network Management
- Adept at performing functions related to Key Account Management including healthy relationship development and new customer acquisition to increase revenues and create repeat business
- Efficiency in generating pre-defined Sales Volumes, Revenues and Profitability numbers through effective management and coordination of sales teams
- Visionary leader with excellent communication and negotiation skills complemented by an ability to drive operations within assigned Region / Territory to the fullest capacity
- Well qualified with an engineering degree and post graduate qualifications in Business Administration, Management and Marketing

KEY RESULT AREAS ACROSS CAREER SPAN

Business Expansion Strategy

- Deliver product strategy to oversee product introduction and placement to grow market share and top-line profits.
- Develop and implement a transformation sales channel management initiative & dealer development strategy.
- Analyze and develop business propositions / product innovations, new products and new business opportunities.

Sales / Business Development

- Deliver business growth strategy for the division/department and the organization.
- Develop competitive products that meet the client needs; negotiate short and long term business contracts
- Drive revenues through variable and fixed marketing efficiency towards lower cost per sale & bottom-line support.

Sales Operations

- Ensure impactful product launches, revenues, cost per sale as well as healthy product line contribution to margin.
- Achieve targeted revenues in operations within a targeted timelines; ensure credit control and even revenue flow.
- Gather, compile analyze and cascade MIS and reports; review operational reports and drive course correction.

EXECUTIVE SKILLS

- **Conceive and execute corporate strategies—drive corporate growth, profitability, and value:** Provide “nosurprises” decision support by implementing and enforcing accountabilities, controls, processes, and systems.
Drive corporate development through sound operational strategies and transactions.
- **Respect and leverage human capital—motivate, mentor, and lead talented professionals:** Live the culture and lead by example. Direct productive cross-functional teams using interactive and motivational leadership that spurs people to willingly give 110% effort and loyalty. Extremely high-energy driven professional with the zeal to make a difference.

QUALIFICATIONS

- PGDMM: Post Graduate Diploma in Marketing
 - PGDIM: Post Graduate Diploma in Management
 - MBA: Marketing
 - DME: Diploma in Mechanical Engineering
 - Certificate in Supply Chain Management
 - Passed Electrical Supervisor Certificate-C-License Holder
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CAREER HISTORY AND SELECT HIGHLIGHTS

September 2021 to PRESENT : SALES HEAD – SINTEX BAPL LTD : www.sintexplastics.com (Storage Water Tanks)

Responsible for Sales Operation for KARNARAKA & GOA (Based at Bangalore office). Responsible for Appointing New Distributor & Priority Dealers and Secondary Sales through Retailers and Project sales . Responsible for Planning,Target Fixing,Recruiting Sales Team, Market Survey, Competitors Analysis, etc Managing a Team of 6 ASM s and 8 Sales Executives . Reported to Country Head

Products Handling : PVC Storage Water Tanks, PVC Sump Tanks, Loft Tanks

Key Achievements : Appointed 6 Distributors in 2 months

First Distributor appointed in 10 days of joining.

Increased Sales by 25 % in 30 Days

YOUNGMAN ENTERPRISE / 5S CONSULTANCY SERVICES Chief Marketing Officer Mar 2020 - Aug 2021 MARKETING CONSULTANCY SERVICES & DISTRIBUTION OF FMCG PRODUCTS

Oct 2020 to Feb- 2020 : Sales Head– South India : Neycer India Ltd (Sanitaryware Division)

Responsible for entire Sales & Marketing Operation, Channel Sales (Appointing Distributors & Dealers ,Sub-Dealers) Project sales, payment collection and team management. Reported to Managing Director and leading a team of 10 .Responsible for -Planning,Target Fixing,Recruiting Sales Team Market Survey, Competitors Analysis, etc. Meeting Architect,Builders,Engineers

Products Handling : Sanitaryware

Key Achievements :Appointed 14 Dealers in 3 months

Appointed 3 Distributors in 3 months

Increased Sales by 30% in 3 months

December 2018 to July 2019 : President Sales – Geometrics Space Structures Pvt Ltd (geostructures.co.in)

Feb 2017 to November 2018 : Vice President – Sales(PAN-India) : Geometrics Space Structures Pvt Ltd

Responsible for entire Sales & Marketing Operation, project sales, payment collection and team management. Reported to Managing Director and leading a team of 12 .Responsible for -Planning,Target Fixing, Market Survey,Brand Promotion, Competitors Analysis, conducting Engineers meet,etc. Meeting Architect,Consultants,,PMC s,SEZ s, Corporate Companies,Factories,Garment Companies, Textile Mills,Schools,Colleges,etc.

Products Handling :PEB(Pre Engineered Steel Building),Space Frame ,Architectural Structures,Tensile structures, High rise/Low rise Steel buildings

Key Achievements :Appointed 12 Project Dealers added 6 corporate orders, 2 steel buildings

Increased New Customers above 220% in 2 years 6 months

Increased Sales from Rs 8 Crores /annum to Rs 40 Crores / annum in 2 Years

Finalized two export order for Space Frame to Qatar and Srilanka.

April 2016 to Jan 2017 : Regional Manager : RAK Ceramics India Pvt Ltd :Tamilnadu

(Worlds Largest company in tiles - www.rakceramics.com / www.rakindia.com)

Regional head of Channel Sales distribution network expansion, project sales, payment collection and team management. Reporting to President and led a team of 12 . Meeting Architect, Consultants, Builders, Contractors, Engineers, Tile Laying Contractors, Apartment & Group House Developers, PMC s, SEZ s, Software Companies, etc.

Responsible for -Planning, Adding New Dealers, Target Fixing, Market Survey, Brand Promotion, Competitors Analysis, C-form collection, Dealer Scheme s, conducting Engineers meet, Tile Layers meet & training program

Products Handled: Vitrified Tiles, Ceramic Tiles, Exterior Tiles, , Wall Tiles, Floor Tiles

Key Achievements:

- ✓ Added 2 distributors 3 dealers and 30 sub-dealers in 6 months
- ✓ Reduced outstanding payment 60% in two months
- Increased project sales 30% in six months

April 2012 to April 2016 : Head – Marketing : SARA ELGI Interiors Ltd

Same as above - Complete Sales In charge including planning, target fixing, dealer appointment for Project Sales and installation as well as Payment control, C-forms and Logistics and installation. Reported to Director (Operations) and supervised a team of 12. Responsible for planning, target fixing, brand promotions,

Products Handled: uPVC Windows and Doors, Ventilators, Partitions, etc

Key Achievements:

- ✓ Recognized for rapid expansion of business by appointing 26 Project Dealers in 60 days
- ✓ Recorded over 66% growth in from 12000 sq ft / month to 20000 sq ft /month in 3 months
- ✓ Instrumental in increasing Profile sales by 45% in 3 months
- ✓ Ensured additional sales at optimal cost by introducing standard size readymade windows and doors
- ü Successfully negotiated with Chinese profile manufacturers and finalized two profile manufacturers in China for importing profiles at attractive prices and terms

Nov 2010 onwards : Regional Manager - South: PAVIT CERAMICS (P) LTD

Regional head of Channel Sales distribution network expansion, project sales, payment collection and team management. Reported to Director (Marketing) and led a team of 8 . Meeting Architect, Consultants, Civil Contractors, engineers, Builders, Apartment & Group House Developers, PMC s, SEZ s, Industries, mills, etc.

Responsible for -Planning, Target Fixing, Market Survey, Brand Promotion, Competitors Analysis, C-form collection, Dealer Scheme conducting Engineers meet, Tile Layers meet & training program

Products Handled: Vitrified Tiles, Exterior Tiles, Swimming Pool Tiles, Wall Tiles, Floor Tiles

Key Achievements:

- ✓ Achieved the record of over 400% sales growth in one year
- ✓ Ensured market penetration by adding 12 distributors from 2 in Tamilnadu, 6 distributors from 2 in Karnataka within one year
- ✓ Responsible for an eight fold increase in dealer network from 10 to 80 in Tamilnadu within a year
- ✓ Added two corporate customers Ashok Leyland & Renault Cars -Signed MOU for Workshop Area tiles PAN-India for their new car showrooms & Leading Software Company – Infosys- Supply of Vitrified Tiles for all Exterior And common area in Chennai, Mysore, Bangalore, Delhi

April 2008 – Nov 2010: Product Head(Tamilnadu): GREENPLY Industries Ltd

Responsible for channel sales, Project sales revenue flow, Key account management and team management. Reported to Vice President and supervised 8 reportees. Also responsible for conducting carpenters meet, engineers meet.

Products Handled: Plywood, Particle Board, Veneers, Shuttering Ply

Key Achievements:

- ü Increased market coverage through two distributors & 12 dealers
- Increased Project Sales by adding Carpenters Sales, Interior Decorators, and through Architects

Manager : Project Sales(Tamilnadu) : Century Ply Boards (I) Ltd (05-04-2007 to 17-04-08)

Responsible for project sales & team management, Generating business through Direct Projects, meeting architects, consultants, apartment builders, interior decorators, carpenters, payment collection, Reporting to GM(Marketing) and led a team of 4 executives

Products Handled: Plywood, Laminates, MDF, particle boards, Veneers, Shuttering ply

Key Achievements:

- ✓ Achieved the record of over 100% sales growth in one year only through project sales
- ✓ Added 23 new projects, 46 architects, 12 consultants, 18 interior decorators

Branch Manager (Tamilnadu) : Watertec Systems (I) Ltd: (01-08-2004 to 04 – 04 – 2007)

Branch head— Incharge for Channel Sales, Project Sales, Admin, Stock control, Delivery, payment collection and team management. Reported to GM(Marketing) and led a team of 4 Sales Executives, 1 Accountant, 1-store incharge

Products Handled: Bath Fittings & Accessories

Key Achievements:

- ✓ Achieved the record of over 120% sales growth in one year
 - ✓ Appointed 42 Dealers with 100% advance payment within 3 months
 - ✓ Added three Big project orders from PSG Hospitals – Coimbatore & Amrita Vidyalaya College & Hindustan Institutions College - Coimbatore
- Conducted Plumber Meet – 8 times in different locations & Engineers Meet-2 times.

Marketing Manager(Tamilnadu) :Jupiter Aqua Lines Ltd (03-02-2002 to 30-07-2004)

Responsible for business in Tamilnadu through Channel Sales distribution network expansion, project sales, payment collection and team management. Reported to VP (Marketing) and led a team of 3. Meeting architects, consultants, builders, apartment builders, engineers, contractors, plumbing consultants, Plumbing contractors,

Products Handled: Bath fittings, Bath Accessories

Key Achievements:

- ✓ Added 20 Dealers and 2 Distributors
- ✓ Added 36 new projects, 24 architects, 42 engineers & contractors, 38 plumbing contractors, 12 group house Developers,

Sales Manager (Tamilnadu&Kerala): KAMVH Electrical Ltd (01-04 – 1988 to 2-2-2002)

In charge for all sales activities through project sales & Channel Sales, payment collection and team management, delivery, Reported to Director (Marketing) and led a team of 4. Meeting Electrical Consultants, Electrical contractors, architects, apartment builders, engineers, and business through textile mills, factories, and direct projects

Products Handled: SSB(Sub switch Boards), Metering Panel Board, Distribution Boards, MCB Distribution boards, Cables, MCBs, Lighting, switches, wires, etc

Key Achievements:

- ✓ Achieved sales growth from zero to 16 crores
- ✓ Added more than 200+ projects in 14 years.

Date of Birth : 21st March 1970 **Marital Status :** Married **Languages :** English, Tamil, Telugu
