**CECIL MATHEW**



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Versatile, high-energy professional, offering dynamic career in Sales & Marketing

“Holding a strong record of contributions that invigorated organizational turnaround towards profitability, business, marketing, managing key accounts & products management”

**Target industry: Building Material/ Electrical Lighting & Fittings | Location preferences: Chennai/ Bengaluru/ PAN India**

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| **Core Competencies**  **Strategic Business Planning**  **Sales & Marketing**  **Channel Sales**  **Institutional Sales**  **Business Process Reengineering**  **Business Excellence**  **Competitor Analysis**  **Go-to-Market Strategy**  **Business Process Implementation**  **Customer Relationship Management**  **Retail Management**  **Channel Management**  **Customer Loyalty Programs**  **Manpower Management** |  | **Profile Summary**   * A **sales & marketing professional** with **nearly 33 years** of rich experience with impressive success in **sales / revenue expansion activities, business process engineering, strategic planning & business operations** with key focus on bottom line profitability across **Building Materials & Electrical Lighting** industries * **Inspiring & motivational leader** with experience in consistently sustaining top line & bottom line growth and expanding customer base in high as well as low-end, high-volume sales environments * Excellence in managing **business operations** through business development procedures, winning sales & marketing strategies, channel/ distribution standards and guidelines * Showcased excellent aptitude in **setting up new operations** across new markets from scratch and in transforming non-performing business units into top-performers and increasing **EBIDTA** margin by multi-folds * Established, reviewed and reported on the **business development** division’s strategy, ensuring the strategic objectives were well understood and executed by the team * Proficient in formulating **channel / distribution management** plans and developing strategic alliances with channel partners & retailers and negotiating terms of business covering margins, Stock Keeping Unit (SKU) range, product display, in-store brand visibility & payment terms * Drove business and ensured sustained growth, **focused on achieving/ surpassing sales targets**; expanded business reach and created new sales / leads opportunities * Possess excellent **analytical, negotiation, problem-solving, decision-making, communication and interpersonal skills** |

**Notable Accomplishments Across the Career**

**At J. K. Cement Limited, Chennai:**

* Achieved **Business Excellence** by implementing Sales Force Automation (SFA) and Lead Management Service (LMS) for both Grey Cement and White Cement across India
* Attained **enrolments of 1700 retailers** in South operations amounting to sale of 50000 mts. per month
* Led the **launch of products like Birla Plus Cement & Vamicol CSA** with **95%** market share
* **Undertaken rebranding of Wall Putty, and white Cement**
* **Introduced JK cements in Southern India** in regions such as Karnataka, Goa, Maharashtra and Kerala
* Headed the **“Business Process Re-Engineering project”** for JK covering India & Dubai operations for Sales & Distribution
* Successfully **implemented following IT/Non-IT initiatives**:
* Defined the Future state processes with Accenture (IT)
* IT enablement through PwC for CRM & Business Planning (IT)
* Functional upgrade of ECC with Diligent (IT)
* Master Data Management Tool with Excalca Technologies (IT)
* Establishing Credit Management Cell (Non-IT)
* Market Intelligence Cell (Non-IT)
* Supply Chain Intelligence Cell (Non-IT)
* Central Governance and Sustenance of Improvement Area (Non-IT)

**At Greenply Industries Limited:**

* Attained sales turnover of INR 30 Cr. per month target set by management

**Work Experience**

**Since Sep’09: J. K. Cement Limited, Chennai as Sr. General Manager (S&M)**

***Reporting to: Business Head & Special Executive***

***Growth path:***

*Sep’09– Apr’12: Senior Manager (Zonal Head), Belgaum, Karnataka*

*May’12 – May’13: Deputy General Manger- Retail Partnership Programme, Pune, Maharashtra*

*May’13 – Apr’19: General Manager – (Sales and Sales Excellence), Delhi, Central Marketing Office*

*Apr’19 till date: Sr. General Manager- (Sales & Marketing), Chennai- Zonal Office*

**Role:**

* Planning, formulating & implementing marketing strategies and promotions to increase market penetration and to drive revenue & profitability by maximizing sales
* Creating turnaround strategy towards assigned markets, thereby increased turnover and capturing extraordinary market share
* Steering business operations for the profit center with a view to realize pre-planned sales and revenue targets; formulating profit center budget for operational / business development activities
* Implementing sales & marketing activities that can create a positive experience for clients; reached out to new & unexplored market segments & customer groups using market segmentation & penetration strategies
* Identifying & establishing new set ups for revenue enhancement and greater market with government bodies for the procurement and obtaining necessary sanctions/approvals for commissioning of the outlets
* Coordinating with the Marketing, Accounts, MIS, and IT to see that the market deliverables are functioning smoothly as per the norms of the company, and resolving interdepartmental issues
* Building & maintaining healthy relations with Stockiest and Influencers
* Supervising complete business operations with accountability of profitability, forecasting sales targets & execute them in a given time frame
* Conducting opportunity analysis as per market trends & managed product launch & positioning to face counter-competition; collected valuable data about competitors’ claim to fame strength, weaknesses & other strategies
* Increasing revenue and pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time of on-boarding
* Optimizing channel functions & flows, direct & indirect channel partner’s counter-wise targets, all-monthly channel partner’s incentives & pay outs
* Identifying market demands and modified strategies for achievement of revenue targets
* Implementing consumer loyalty strategies to improve the product awareness in markets by brand building & market development efforts

**Previous Work Experience**

**Sep’08 – Sep’09: Greenply Industries Limited (Lamination Division), Chennai as Regional Manager**

**Sept’07- Sept’08: Jaquar Mercantile (Premium Products) as Sales Manager (South)**

**Nov’99 – Sep’07: Grasim Industries Ltd. (Cement Division) as Dy. Manager Marketing**

**Feb’97 – Nov’99: Priyadarshini Cement Limited, Bellary as Area Manager Marketing**

**Apr’95 – Feb’97: GE Lighting, Bengaluru as Sales Executive**

**Apr’87 – Mar’95: Andhra Pradesh Lighting, Bellary as Sales Supervisor**

**Academic Details**

2014: **M.A. (Personnel Management & Industrial Relations)** from Alagappa University, Trichy

2012: **MBA** from Alagappa University, Trichy

2005: **Diploma in Management** from IGNOU

1987: **B.Com.** from Gulbarga University, Gulbarga

**IT Skills**

* MS Office, ERP-SAP, CRM

**Professional Trainings**

* Participated in a training module on TQM
* Completed training programs on presentation skills, time management & appraisal management
* Worked as a Part-time Trainer for inducting new entrants

**Personal Details**

* **Date of Birth:** 22nd August 1966
* **Languages Known:** English, Kannada, Malayalam, Tamil and Telugu
* **Address:** Old No. 39, New No. 32, Ketana Apartments, Gill Nagar 2nd Street, Choolaimedu, Chennai 600094
* **Passport No.:** G8429966 (Validity: 2029)