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| **K. P. KRISHNAN**  **An accomplished professional with 27 years of consistent success in spear heading Sales, Productivity, Distribution & Team Management in Life Insurance and Consumer Durable Industry**  kpkrishnan2000@gmail.com    +91-8275383564 | |
| Executive Profile:     * Consistently over achieved organizational goals in multiple Geographies, by providing leadership on People, Strategy, Distribution, Products portfolio & seamless execution * Experience in establishing & developing multi-channel distribution; setting up dealerships, branches and regions from scratch in different markets * Sensitive to dynamics of cross-cultural work spaces: Exposure of working in Delhi, Tamil Nadu, Andhra Pradesh, Pune, Ahmedabad, Goa, Central Kerala, Parts of Madhya Pradesh, Maharashtra and Gurugram * Exhibited direction to Established class channel by delivering ever highest, double digit growth for 3 consecutive years in my role as CVP ; delivered consistent growth in revenue & distribution as Zone Vice President, Agency, Mumbai * In my role as CVP, registered profitability by consistently over achieving productivity, retention and revenue targets through tailor made Divide and Drive Strategy. * Showcased turn around performance by converting underperforming regions into performing and profitable ones by analyzing existing scenario and devising highly effective strategy on People, Distribution, Training and Products with detail for Execution * Business Strategist with hands-on experience in Agency Set-up and Development involving selection, development & retention of people, agency force, retention of customers and process improvement * Experienced various phases and market conditions in Life Insurance and Consumer Durable Industry * Inspirational leader with an eye for Detail, belief in coaching & leading team to achieve individual & organization goals by ensuring clarity, motivation and continuous development | Key Impact Areas:   |  | | --- | | Team Vision | |  | | Revenue Generation & Profitability | |  | | Distribution Management | |  | | People Management | |  | | Strategy : Designing & Execution | |  | | Training & Development | |  | | Process Excellence | |  |   Key Skills:   |  | | --- | | Planner & Executor | |  | | Achievement orientation | |  | | Collaborator | |  | | Adaptable | |  | | Decision-maker | |  | | Problem-solver | |  | |
| Career Timeline:  Branch Sales Manager  See the source image  See the source image    **Aug’02-Jul”20**  **Apr’94-Jul’02**  **May’93-Apr’94**  CVP, Strategic Initiatives: Revenue  See the source image  Field Sales Officer    Professional Experience:  **Aug’02 - July’20 : Max Life Insurance Company Limited:**  **Assignments / Growth Path:**  **Nov’17-Till July’ 20. Corporate Vice President, Strategic Initiatives : Revenue, Gurugram**  **Key Result Areas:**   * To deliver Sales, productivity ,Cross Sell , Persistency and retention targets through Established Class Channel * Design and Execute strategy to deliver Channel Goals. * Key contributor for developing Agency Strategy, Execution and achieving Agency Goals * Conducting business reviews to assess performance, identify strengths & gaps and implementing corrective and sustainable actions at Region and Zone level. * Collaborating with Home Office, Zone Vice Presidents, Regional Mangers, Key Office Heads and Top Advisors to build & understand strategy and its execution * Developing skill sets of team members & distribution to ensure effective and efficient functioning * Focusing on Selection, Development and Retention of team members   **Highlights:**   * Establish class channel delivered double digit growth in 2017-18, 2018-19 & 11 months of 2019-20 * Registered excellence in delivering highest contribution to Agency from Establish class channel since inception * Key stakeholder in Project Elektra, sponsored to attend Leadership Program at New York Life Insurance Company, New York in August, 2019   **Nov’14-Oct’17. Zone Vice President, Agency, Mumbai**   * Successfully managed West 2 Zone (Rest of Maharashtra, Goa and Part of Madhya Pradesh) * Achieved profitability by enabling Zone to deliver sizeable growth in revenue, distribution, persistency and retention * Was awarded No. 1 zone on Cost to Sales Ratio in Distribution Management Meet, Zone won Project of the year award for being num 1 zone on Service to Recruitment initiative   **Sep’12-Oct’14. Sr. Regional Manager, Goa**   * Effectively directed all functions across Goa Region which included offices in Goa, Vidharbha & part of Karnataka * Goa was the only region to deliver more than 100% of business plan on every parameter of GPA: No. 2 Region on GPA * No. 1 Region for 2 continuous years (2013 & 2012) in ADM Participation, Operation Excellence, ADM Productivity and Retention * Played a key role in enabling the region to qualify for CEO Council, Sydney, Australia   **Feb’11-Sep’12. Regional Manager, Goa**   * Strengthened Goa region which included 4 offices in Goa and 3 in Karnataka (Belgaum, Hubli & Mangalore) * Region was recognized as No. 1 Region on GPA, Operation Excellence, Agent Participation, ADM Retention and received 2 DMM Awards for highest % achievement against Adj MFYP Plan & Best Cost to Sales Ratio * Region qualified for Executive Council ( Malaysia & Bali ) in both years.   **Sep’08-Jan’11, Managing Partner Multiple Locations, Kochi (Kerala)**   * Established 7 new offices in Central Kerala and trained the entire team on Max life processes. * Successfully trained and implemented Max Life Processes in entire State * Led the execution of Mission Dhruv smoothly, when organization was downsized in 2010   **Aug ’02-Aug’08 : Joined Max life insurance as Manager Sales and then got promoted to ARDM, Partner, Sr Partner and Managing Partner.**    Previous Experience:   * **Apr’94-Jul’02 with Carrier Aircon Ltd, Pune as Branch Sales Manager** * **May’93-Apr’94 with Eureka Forbes Ltd., New Delhi as Field Sales Officer**   Education:   * **PGDBM (Specialization in Marketing)** from Fore School of Management & **Graduation in Commerce** from Delhi University | |
| Personal Details  **Date of Birth:** 26th January 1971  **Languages Known:** English, Hindi and Tamil  **Address:**  Pune, Maharashtra | |