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| **MOHAMMED ABDUL MATEEN**  **mateensayshello@gmail.com**  **+91- 8238011246** | |
| core24x24icons **Key Skills**   |  | | --- | | ***Strategic Planning & Execution*** | |  | | ***Sales & Marketing Operations*** | |  | | ***Market Intelligence*** | |  | | ***Profit Centre Operations*** | |  | | ***Channel/Dealership Management*** | |  | | ***Client Relationship Management*** | |  | | ***Team Management & Leadership*** | |  | | ***Go-to-Market Strategy & Implementation*** | |  | | ***Cross-functional Coordination*** | |  | | **Sales & Marketing | Strategic Planning & Execution | Business Management | Distribution Sales**  ***Business Leader*** *with an unmatched track record of* ***nearly 17 years*** *in driving organizational growth, targeting assignments in* ***Sales & Marketing / Business Management*** *with a reputed organizations.*  ***Location Preference: South India & Overseas*** |
| **knowledge24x24icons Profile Summary** |
| * An established professional with experience in managing **Business Operations,** determining business unit’s mission direction, formulating initiatives & providing strategic advice for achieving corporate strategic goals * Enterprising Leader with capabilities of administering the entire spectrum of **Sales & Marketing and Business Development**; exploring potential business avenues & managing operations for Distributors Business of 350Cr of South Region achieving the business target * Strategic implementer with skills in formulating strategies aimed at driving business growth for **top & bottom line;** expertise inCustomer Relationship Management, Planning & Distribution Expansion, Tie-ups and Brand Promotion * Developed the strategy & plans for organization’s business operations; conceptualized & **developed new business strategies** which led to an increase in turnover & profitability of the organization * **Subject Matter Expert of managing business operations** encompassing relationship management, administration, market analysis, development of new markets and market segments. * Highly resourceful in **cementing healthy relationship** with the various clients for generating business and leading workforce towards accomplishing business & corporate goals * Enhanced organizational reach and market share through the application of robust strategies & excellent **relationship management skills** |

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| exp24x24icons **Work Experience**  **Since Jan’21 with Kansai Nerolac, Chennai**  **Growth Path:**  *Jan’21-Present: Zonal Manager (Tamil Nadu, Kerala & Karnataka)*    **Key Result Areas:**   * **Spearheading sales & marketing business worth INR 300 Cr.** for the regions of Southern India and ensuring accomplishment of set business targets and meeting ever-increasing competition * Developing **relationships with the dealer networks for exploring and developing new opportunities** * Setting out quality standards for various operational areas and ensuring a high-quality customer experience while adhering to SLAs * Identifying & developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business * Steering diverse responsibilities including strategy planning & execution, new initiatives and operations; analyzing business needs, strategic direction & identifying initiatives that allow a business to meet goals * **Formulating strategies for maximizing profitability** & revenue generation, realizing organizational goals, executing plans to reach out unexplored market segments & customer groups for business expansion * Guiding, mentoring & monitoring the performance of team members for ensuring efficiency in process operations and meeting of individual & group targets * Leading all aspects of **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction * **Ramping up operational efficiency** with cross-functional skills and ensuring on-time deliverables within present cost parameters while adhering to respective procedures/norms   **Jun’16-Jan 2021 with Akzonobel, Chennai**  **Growth Path:**  *Oct’17-Jan’ 21: Regional Distribution Manager (Tamil Nadu, Kerala & Karnataka)*  *Jun’16-Oct’17: Regional Sales Capability Manager (AP,Telangana, Tamil Nadu, Kerala & Karnataka)*  **Key Result Areas:**   * **Spearheading business worth INR 350 Cr.** for the regions of Southern India through Distributors * Developing **relationships with the distribution networks for exploring and developing new opportunities** * **Implementing CRM, SFA and DBMS across South** * **Training and Orientation of team to a paradigm shift in GTM.** * **Distributor ROI Management.** * **Enablers resulting in increasing the Dealer Network for 3000 O/L from 2000.**   **Sep’12-Jun’16 with Ceat Tyre Ltd., Ahmedabad as Zonal Business Manager (Gujarat & Rajasthan West-2)**  **Highlights:**   * Steered efforts in making the first zone for distribution coverage of all districts (66 Districts) with 4800 sub-dealer base with 40% penetration in 20K towns which increased MS of MCY from 9% to 26% with national share of 24% * Successfully appointed special channel across the zone resulting in doubling the PCR and UVR Tyres sales * Acquired Shahpura Market (which is one of the biggest truck market in India) by aggressive customer working and BTL Project * Led innovative BTL campaigns like Gaadi Ka Guru, localized radio advertisement of special channel and society activations were deployed laterally across the country   **Sep’11-Sep’12 with Pepsico India Pvt. Ltd., Hyderabad as Sr. Territory Development Manager**  **Highlights:**   * Augmeneted sales from 19% to 22% which was highest in 2012 * Led 100% growth for Mountain Dew brand in 2011 & Nimbooz had the best ND in the country at 22% * Successfully launched: * 100% SAMNA-Go to Market (GTM) initiative which helped Hyderabad in becoming the first metro in India to have 100% SAMNA with indirect coverage * Lipton Ice-Tea flavors and Tata Water Plus in the market * Managed business worth 50 crore per annum   **Aug’07-Sep’11 with Perfetti Van Melle India Pvt.Ltd.**  **Growth Path/Deputations:**  *Aug’07- Dec’09: Area Sales Manager, Telangana*  *Jan’10-Sep’11: Sales Manager, Bangalore*  **Highlights:**  ***As Sales Manager, Bangalore***   * Successfully launched: * New brand Alpenliebe Mangofills reaching N.D. of 8 within 6 months * “Stop Not” which was a PVMI venture into to the salty snack category leading to ND of 25 %( Nielsen data) * Played a key role in increasing: * RSU operations in Bangalore by 20% * The market share of Bangalore from 16.5% in December 2009 to 21.1% in April 2010 * Managed the business of turnover of Rs.22 crores per annum   ***Area Sales Manager, Telangana***   * Increased: * Market share from 11.5 % in July 2007 to 16.4% in May 2009 (AC-Nielson Survey) through enhanced distribution and team effort * Numeric Distribution from 48 to 72 and Weighted Distribution from 63 to 81 in Hyderabad which was highest ever running RSU in Hyderabad * Managed the business of turnover of Rs. 20 crores per annum * Successfully: * Appointed Superstockist in upcountry markets and increased the sub stockiest points (taluks and mandals) from 15 to 46 * Launched new brands specially Happydent Wave & achieved N.D. of 5% in first 3 months   **Jun’04-Jul’07 with Berger Paints India Ltd.**  **Growth Path/Deputations:**  *Jun’04-May’05: Management Trainee, Bhopal*  *Jun’05-Jan’07: Area Sales Manger, Ahmedabad*  *Jan’07-Jul’07: Sr. Area Sales Manager, Vijayawada*  **Highlights:**   * Successfully launched new products like Rangoli Easy Clean & Bison Wall Putty and achieved sales worth INR 30 Lacs in the first month * Appointed 8 new dealers and installed 2 Color Bank Machines for developing upcountry markets in Bhopal * Led Profit Centre at Ahmedabad and achieved the value growth of 26% and volume growth of 22%, thereby qualifying for foreign trip * Made enamel & acrylic emulsion (Rangoli) as fast moving in Ahmedabad * Implemented the pilot project “Preview” in Vijayawada which established the direct contact with the end consumer and removed the tiers of dealers and painters; *this was later deployed nationally following its success*   *edu24x24icons* **Education**   * Post Graduate Diploma in Planning & Entrepreneurship’ from Indian Institute of Planning and Management- New Delhi in 2004 * MBA (Marketing & HR) from International Management Institute, Belgium in 2004 * Bachelors in Computer Applications (B.C.A) from Osmania University, Hyderabad; secured 74.7% in 2002   **Trainings**   * Attended: * Relationship Management Program delivered by Homi Mulla Trainer based on The New Managerial Grid by Blake and Mouton at Ceat-in 2014 * Train the Trainers program conducted by Vyaktitvu at Pepsico in 2012 * First Time Managers program at PepsiCo in 2011 * Strategic Leadership Training Program by William Thompson trainer from UK at PVMI in 2010 * Internal Training Program on Seven Habits of Highly Effective People (Steven covey) and 6 Thinking Hats (Edward Debono) at PVMI   personaldetails24x24icons **Personal Details**  **Date of Birth:** 3rd December 1981  **Languages Known:** English, Hindi & Telugu  **Address:** S-3, B Block, R. 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