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**MURALI MOHAN K  | 2+ decades of exp. with industry’s top players**

**Sales Management Professional**

**Catalyst for Start Up Scale UpProjects/Institution/ Retail Distribution and Channel Management**

**- Ecommerce Sales & Marketing - Product/Solutions/Services- Home Automation**

**- Start-up Experience / Business Turnaround from 1x to 3x**

**- Team Leadership and PAN India Exposure**

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***About Me: A business leader with19 years of exposure in Start Up Building Material Projects/Institutional clients Retail, FMCG, FMCD, FMED, Consumer Durable/E- Commerce and domain with functional expertise in retail and distribution management, e-commerce and start-up set-up and business turnaround and transformation. Started career as Representative and after progressing through roles and responsibilities reached to the positions of India Head – Sales and Ecommerce Management.***

**CAREER - AT A GLANCE**

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| Well-versed with business ecology, sales and business development practices and how they influence the business environment of Projects&Institution /Home automation/ FMCG, FMCD, FMED, and Automation businesses. Multihued business background with well-known organizations namely, Schneider Electric India, Havells India Ltd., L&T, HCL Info Systems - Nokia Mobile - Sales & Distribution, Phoenix Lamps Ltd.,EID parry  **Undermy Leadership have executed major Projects like National Institute Technology – Pan India(Switch Gear)**  **Nuclear Power Corporation of India (Switch Gear& switches)**  **Amar raja Builders Nagarjuna Construction, DLF Housing ,SVS Group, Taj Group ,CidedeGoa Resort ,Sarovar Portigo ,Muthoot Group,Bajaj Group, to name a few Projects.**  **Institutional Clients for Home Automation like Harman /TATA Motors/ Mind Tree Technologies/BEML just to name a Few.** |

**- CORE COMPETENCIES -**

~ Project Institutional Sales, and Distribution Management ~ Territory Management ~ New Business Development ~ Multi-fold Revenue Growth ~ Meeting & exceeding quarterly & annual sales quotas ~ Structuring Traditional and Modern Retail Sales Channels ~ E-Commerce ~ Go-to-Market ~ KPIs, Business Intelligence & Modelling ~ SFS (Small floor set-up) and LFS (Large Floor Set-up) Management ~ ROI, P&L and Budget Management ~ Influencing Supply Chain, Inventory, Lead-Times, Market Rankings, and Partnerships ~ SME Accounts, Strategic Alliances & Partnerships Management ~ Automation Solutions and Pre-Sales management ~ Cross-functional Liaison



**EMPLOYMENT LANDSCAPE**

**FIPL – BUHead – FIPL Indian& South Asia Operations ,Pune**

Managing Sales & Distribution of FIPL rangeof Solar Inverters in a Highly hyper market dominated by Chinese Players .and handling a Turn Over of 200 cr + pa

Introduced a New System of FSP- Involving Sales & Service

Pioneered the use of Social Media using Google leads there by Enhancing Demand Generation using AI- Artificial Intelligence

Initiated to open a New Revenue Channel from Service to the Organisation

Tied up with Multiple Agencies and Groupls to increase penetration of FIPL Brand

Managed to increase the FSP(Channel partners) from 12 to 73

Increased the revenue by a whopping 37 %

Initiated new avenues of Sales thru Google leads Campaign/Architects Connect/Buddy with Inverter /Tie up with all the Solar Associations PAN India/E- Commerce etc

Initiated to start Bangladesh /Srilanka/Nepal etc

Pioneered to expand the Business Across India and South Asia

**From Sr. Manager to General Manager | Schneider Electric India –**

**Building MaterialDivision,April 2017 – to July 2020**

**Retail Project Institutional Sales & Ecommerce@- Start Up started from Zero/Home Automation**

***VALUE PROPOSITION***:

***Project & Institutionaland Home Automation Management***

***I***nitiated to Cover Major Projects thru Builders & Institutional Clients by way of Aggressive engagement and launching Easy Home Solutions thru Institutional customers like Infosys/Wipro/TATA Motors/Provident Housing/BEML etc .

Tied up woth Home lane/Pepper Fry/TATA Cliq for wiser Home Automation Solutions

Tied up with Indian Institute of Design and conducted Architect Engagement Programmes for enhancing Project & Institutional Business

Which resulted in getting additional 27 cr Business.

***Retail Management***

* Initiating to increase the retailer base by way of range selling and retail distribution; conducting Retail /Electrician meets to increase shelf off take; and rolling-out strategies for developing business, developing and expanding market share for achievement of revenue.
* Key contributor in organizational development & growth, employee welfare & culture building of the company and strategic decision-making processes.
* Participating in all product launches, promotions and stock replenishment to maintain appropriate merchandising standards throughout store as well as ensure store’s compliance with administrative, procedural guidelines and deadlines to meet targeted sales and profits.
* Responsible for driving entire product management operations with final accountability to realize revenue and profitability objectives.
* Formulating & implementing strategies/ policies and reached out to the unexplored market segments for business expansion while gathering market intelligence, tracking competitors’ activities and providing valuable inputs.

***Distribution Management***

* Managing network of channel partners in assigned territories and working out annual plan with channel partners for various key products.
* Monitoring the channel partners’ business and aligned distribution channels with current and future strategies to help them be on par with the organization business growth.
* Formulating aggressive brands distribution strategy for the targeted countries and distributors and deciding on the channel’s affiliation path with handling allied factors i.e. negotiation with distribution contracts, deciding margin and price structures, commercial conditions, brands’ locations and support to drive growth.
* E***-commerce Management***
* Leveraging broad-based industry experience in expanding business wings e-commerce segment and continuously striving for intuitive market understanding (covering market size, consumer trends, marketing best practices and opportunities) followed by executing several landmark and marketing programs from start to finish.
* Exploiting digital awareness in ideating and rolling-out marketing strategies geared towards scaling-up sales growth on marketplace / online business channel and solidifying customer base as well as optimizing the retail channel presence for attaining the business goals in the e-commerce space.
* Taking customer experience journey to the next level by working out best-in-class Brand, Digital Properties and Marketing Programs/campaigns and site strategy and road map for effective consumer engagement.

***Business Value Offered:***

* Brain behind setting-up and launching “E-commerce” business model for a wide range of products from scratch in Schneider Electric; expanded it from one-man operation to a fully functional team of professionals, performing in highly digital centric business environment.
* Turnaround of retail division by eliminating the redundant practices and grew the business from 36 Cr. P/A to 123 Cr. P/A with “Schneider Electric” presence in close to 13,000 retail outlets @ PAN India level.
* Pioneered “Online Home Automation” for the first time in industry and “Digital Automation Revenue Model” In India.
* Successfully introduced Digital Funding for all types of customers, thereby increasing in volumes by whopping 37%.
* Initiated running Text Ads, YouTube Advertisements, Social Media Campaigns resulting in higher conversions.
* Launched Automation (both Online / Off Line Market) for Schneider Electric at Pan India level.
* Initiated to add corporates TATA/ HARMAN for automation there by bringing additional revenue.
* Reduced the market ageing from 90 days to 45 days there by reducing the Market Outstanding.
* Spearheaded the Project Sales via Digital Mode for Automation.
* Organised Sales & Behaviourial Skills Training for the entire team which paved a way in enhanced companys revenues.
* Earned “**High Energy Reward**” for Leadership Execellence.

**Product Manager | Havells India Ltd.,Building Materail Division ,Project & institutional Sales Mar 2015 - Jan 2016**

***Value Proposition:*** Headed and guided 8-member team and steered business and delivered onto the top and bottom-line objective for DP Products across Tamil Nadu**.**

* Successfully turned around the underperforming processes/practices by targeting unaddressed strategic, business, and commercial issues.
* **Initiated to execute and bring new Project clients like National Institure Technology – Pan India/Steel Authority Of India/ TVS Housing /Hyundai mators – SriPerambadur**
* Conceived and rolled-out futuristic business development strategies and promotional plans to increase market penetration and profitability.
* Maximized sales funnel, opportunity and accounts; and achieved the objective as per QoQ and YoY predicted goals.
* Served as Spokesperson and represented the organization on various community, business meetings and corporate events.

**Manager – Lighting Division | Darwish Trading WLL, Qatar Jan 2014 – Mar 2015**

***Value Proposition*:** Piloted a 17-member team and efficaciously managed top-brands namely Ventulux, Wipro, Albabtain, and Gewiss in both Consumer and Professional Lighting segments.

Managed to execute projects Foot Ball Stadium For FIFA 2022/phepherical highway Ring road Project/Ministry of Interior Prison – Qatar/AmericanMilitary base /Qatar Petroleum etc

* Chalked–out compelling marketing campaigns to build consumer preference and deployed supporting structures and training programs.
* Utilized client feedback &amp; personal network to develop marketing intelligence, retail expansion and sales plans for generating leads and expanding revenue.

**Asst. Manager – South & East India | Larsen & Toubro Ltd. – Building material Division,Projects & Channel Sales Jun 12 to Dec 2013**

***Value Proposition***: Provided leadership to a team of 36 people, accountable for Projects,Institutionm Automation and FD/WD Business through Corporate, Project and Institutional Sales initiatives. Entrusted to manage Retail Building Material Sales and Distribution Operations for L&T range of wiring accessories & modular devices. Directed a multi-faceted team of 30 people from Finance, Logistics and Sales & Distribution functions.

* Accorded for exceeding business objectives in the areas of distribution and product portfolio and for adding huge revenue.
* **Major Projects executed Include DLF Group/Amar Raja Group/Indian Navy /Bhagvan Mahaveer Jain Hospital just to name a few.**
* Supplied the business with bets-in-class insight on competitor’s product and their market move, scope / market share, available price points and all information w.r.t. Marketing Database.

**Regional Manager - Nokia Mobile - Sales & Distribution | HCL Info Systems Dec 2009 – Jun 2012**

***Value Proposition***: Initially handled Tamil Nadu and later assigned to manage Karnataka, particularly rural market. Acted as a driving force and achieved prescribed sales turnover and QoQ, MoM, WoW and DoD wise brand and pack targets for Handsets from Chennai, Tamil Nadu / Karnataka regions. Maintained closing stocks as per company norms by ensuring effective Distribution and Market Coverage.

* Stellar role in channelizing people and depot management initiatives involving Brand Pack wise targets, MIS Distributor /Depot Tracking of Data, Targeted man days for Training Developed Operating Procedures, P&L Targets, Competition Market Analysis, Distributor ROI, Cost and Expense Control Measures.

**from Area Sales Manager to Regional Manager – Project Sales and Distribution | Phoenix Lamps Ltd. Aug 2004 – Nov 2009 – Start Up started from Zero**

***Value Proposition***: Formulated and implemented Project InstitutionalInstitutional /retail sales and distribution expansion strategies to increase market penetration thereby maximizing sales in the South, North and Western part of India.Worked towardsincreasing the penetration of CFL lamps in all category of Outlets (Kirana, Medical, Grocery, Electrical, and Electronic Outlets). And Luminaries

**Appointed Segment wise Channel partners for Project and Institutional business there by Bringing in Focus.**

**Added New Project Project Clients by suppliying Lighting Products to Bajaj Plant /Lucas Tvs/ Godrej Properties/ Murugappa group /Muthoot Group/Amaraja Group totalling Project Business to about additional 35 crores to the Turn Over on a Year on Year Basis.**

* Started the distribution from zero and successfully managed to appoint a team of 158 distributors across India thereby guaranteed a turnover of 167 cr. per annum. From Distribution.
* Imperative in building Sales Operations Team from scratch and increasing it from 4 ASMs and 20 Sales Officers + 158 distributors.
* Earned management’s confidence by accomplishing sales targets through effective incubation of sales strategies & budgets, increasing distribution network, accelerating collection of outstanding payments and implementing trade incentive schemes for motivating workforce.

**From Repre to Sr. Sales Officer - Hubli & Bangalore - Project Institutional Sales & Distribution | Eid Parry – Building Material Division**

**Apr 1999 – Jul 2004**

***Value Proposition***: Headed a team of a 7 Sales Rep. and executed channel partner sales models for “ParryWare Range of Products” to grab a major market share and develop new business opportunities across retail channels. And Project Sales

Executed Major Projects like RN Shetty Group/Vikas Soudha/Bogmollo Beach Resort/Cidedea Goa/TAJ Group with fierce competition and by maintain correct Pricing

* Recorded phenomenal rise in Revenue by effectively undertaking transformation exercise and turnaround of Business Segment wise.
* Registered proactive involvement in managing the spectrum of distribution involving liaising directly with distributors, negotiating contracts and establishing tie-up. Elevated the network from 5 to 27 in the territory and efficaciously handled 802 retail outlets in the territory.

**KEY HIGHLIGHTS**



**ACADEMIC CREDENTIALS**

2 Year PGDBA | Symbiosis, Pune | 2004

4.5 Year - GTTC (An Indo Danish Project) | 1999

Personal Details

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