**N.S HENRY JUSTIN**

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**sales and marketing professional**

**Seeking Top Level Sales and Marketing Industry Professional with 28+ years of experience in delivering optimal results**

**Executive Summary**

* **Career Graph of 27+years** reflects my achievements and proficiency. Driving sales & marketing/ business development **initiatives to acquire and retain a wide base of high-profile clients. Forte in**
  + Steering multiple functions to exploit available sales potential such as **Strategic Planning, Sales Forecasting, Key Account Management, Business Planning and Implementation, Revenue Growth, Brand Promotion, Team Management, Dealer Management, Distribution, Market Penetration, Promotional Activities**
  + **Tapping markets, handling high-value domestic customers**, consolidating interests and products
* Formulating and implementing corporate strategy and control systems to achieve corporate objectives. Adept in setting direction for the company and defining mission statement. **‘Lead by example’ style of management**
* A conceptualise with a **knack for fresh approaches while understanding critical communication drivers and trends in multiple markets**; adept at evaluating and **designing innovative product/ brand promotion campaigns/ projects** to create brand awareness, corporate image building and accomplish brand communication objectives
* **Excellent Relationship Management skills,** articulate, combine strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology. Industrious, thrives on a challenge while working effectively with all levels of management and the people therein
* Expertise in team collaboration results in **team building, conflict resolution, setting goals, driving results and implementing change**

**Professional Experience**

**Ms.RYSA VEDA VENTURES PVT LTD - MUMBAI -as Regional Business Manager - Hyderabad Telangana From 25th Jan 2024 to 15th April 2024 Product : Hyderate-X Electrolyte Drink.**

**Ms.Bubble Organic food products Private Ltd- Chennai --** as Regional Sales Manager South India H.Q : Hyderabad Telangana. - Products All Commodity products From Sept 2021 to August “2022

Handling Areas- Telangana, Andhra Pradesh, Karnataka, Tamilnadu & Kerala

**Ms. Saru Agro Foods Limited, Navi Mumbai from Jan 2017 to till Jan 2020** as Zonal Sales Manager South India

**H.Q- Hyderabad -Handling Telangana, Andhra Pradesh, Karnataka and Tamilnadu Products: Confectionery,**

**Sauces, Jams, Ginger garlic paste, vermicelli, Pastas & pickles Appointed CFA’s in Telangana-1, A.P -2 Nos, Banglore-02 nos**

**Tamilnadu – 2 nos plus Super Stockiest, distributors and Field Staff.**

**Ms. Maryaday Agro Foods Pvt Ltd, Bareilly, U.P from May 2016 as Dec 2016** Regional Sales Manager- South India

**H.Q. HYDERABAD -Handling Telangana, Andhra Pradesh, and Tamilnadu.**

**Products FMCG, Beverages, Oils (Edible) Personal Care, Cosmetics, Commodities, Groceries and Home care**

**Company stopped Operation of FMCG Products IN INDIA**

**Ms. Santorini Beverages – Mumbai From June’13th  To April 2016 (3years ) as** Zonal Sales Manager – South India

**H.Q. HYDERABAD -Area: Telangana, Andhra Pradesh, Karnataka, Tamilnadu and Kerala with 16 Super Stockiest.**

**Team Size presently 2 Managers 3 Sales Officers 12 TSI’s and 5 psrs**

**Products: Café Rio Coffee and Confectionery**

**V.T IMPEX LTD (SPICES - MASALAS), since March 2009 to April’ 13 Brand- Gubaki (4 Years)** Regional Sales Manager- A.P

**Team Size:** Handling a team of executives, S.O, with 3 Area Sales Managers

* Strategize and implement long-term **business goals** to ensure maximum profitability
* Explore business opportunities across different segments and **generate needed sales thrust to capitalize on the available potential**. Maintain constant vigil on market dynamics to attune marketing strategies
* Constantly pushing sales team members to give their best and myself, framing strategies to achieve targets
* Formulate and implement **market specific brand promotional line** of attack to amplify the top of the mind recall.
* **Manage key accounts** with a focused approach and nurture relations with them for productive business relations
* Drive **new client acquisition efforts,** relationship management for maximum client retention and tactical execution of promotional campaigns to facilitate brand leveraging and increased market penetration
* Strategy planning for **enhancing brand image, acceptability, positioning and new brand launch,** resulting in increased sales and consistent growth in business opportunities
* Actively involved in analyzing and translating a client’s brief into creative a brief, and **skillfully managing all brand building exercises to develop the organization as a brand**
* Plan, execute strategies & promotional campaigns for sales initiatives for brand leveraging and to increase market penetration
* **Develop distribution strategy and appointing distribution partners and looking after distribution salesmen** for allocated market in line with the requirements and demand of the target clientele
* Map business dynamics with **continuous monitoring of competitor moves, product evaluation and changing needs** for realigning strategies for business development
* Administering Monthly, Quarterly & Annually set Targets and making efforts to achieve these targets on time

**VNS INNOVATIONS PVT LTD, Sept 2005 - Jan 2009 (4 Years) as** Regional sales Manager-A.P

* **Brand – sweatex (Under arm dress Liner)**

**Areas covered entire Andhra Pradesh & Chennai city only**

* Analyzed competitors’ activities, providing inputs for product enhancement, fine tuning sales & marketing strategies
* performed a pivotal role in identifying new opportunities and mining business from existing contacts. accomplished cross functional coordination with the clients and made accurate and detailed analysis of their business requirements and thereafter provided cost-effective solutions
* Formulated/ implemented business plans and promotional policies for Marketing to generate desired impact on the market. developed an entire dealer network right from scratch and provided them with detailed knowledge, resulting in deeper market penetration and reach
* Devised new initiatives and converted them into viable projects. Ensured wide distribution of products through effective market penetration, brand promotional activities and programs

**VUYYURU FOODS & BEVERAGES PVT LTD, Nov 1998 - Aug 2005 BIKYS Soft Drinks (7 Yrs.) -**Senior MarketingManager

* **Handling South India,** **North India - Delhi, Rajasthan and Western U.P.** and administered the Sales & Manufacturing Unit in **Jaipur.**
* **Appointed C & F , Super Stockist & Distributors &Marketing Consultants in New Delhi to tap Unrepresented Areas**
* Pivotal in planning and implementing innovative new schemes, new strategies for new brands and launched Brands

**MADHUR FOOD PRODUCTS LTD, August 1994 - October 1998 Brand Madhur (4 Years) As** Area Sales Manager

**H.Q. HYDERABAD -Product - Spices & Instant Mix Joined as Sales Supervisor and Promoted as ASM**

**CAVINKARE LTD, June 1990 – July 1994 H.Q. HYDERABAD As** Territory Sales In-charge

**Appointing Distributors and doing Secondary Sales and achieving set targets**

* Bestowed with the best S.R for the entire state in the year 92-93

**Academic and Professional Development**

* **Bachelor of Commerce - 1990**

**Training:** Trained in **NIS** (National Institute of Sales) Sponsored **by Cavin Kare Ltd**

**D.O.B:** 30th December 1965

**Salary Drawn Rs : 10.00 Lakhs p.a plus T.A & D.A**

**Expected : Negotiable**

**References:** Available on request