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Summary

A tactical and knowledgeable leader with around 30 years of expertise in driving, managing, nurturing and partnering business from large fleet, infrastructure and manufacturing accounts, industrial distributors, fuel retail outlets and workshops, aftermarket expansion and OEM development activities in the lube industry.

My key strengths include hands-on expertise, high EQ, collaborative and inclusive mindset, customer connect and respect for values/culture.

I am an avid traveler with a flair for connecting with people.

Experience



Hands-on expertise in industrial sales, key account management, aftermarket network expansion.

Leading lubricants brands (Castrol, Total, Valvoline)

Nov 2019 - Present (7 months +)

Connecting brands and network.

Immediately available for full time opportunities leveraging my learnings, market knowledge and customer connect.



General Manager - B2B Sales

Valvoline Inc.

May 2008 - Oct 2019 (11 years 6 months)

Leader for B2B team for South comprising of Cummins Dealers, Industrial Distributors and Compressor, Construction, Fleet, Infrastructure, Mining and Manufacturing Direct accounts. Handled East region for B2B segment and Retail sales for Andhrapradesh and Tamilnadu.

Collaborative and inclusive approach to work with internal and external stake holders across all BUs have immensely contributed to the strong presence of Valvoline in the zone.

Instrumental in preparing the ground and concluding first time major contracts with L&T, BGR Infra, Thriveni Earth Movers, DRN Infra, Dott Services, RNS Infra & MSPL contributing to a strong Pan India base of around 10 Mn lts and leadership position for Valvoline in the HD segment.

Leveraging the association with Cummins in delivering consistent volume of 3.5 Mn lts year on year in the dealer business. Knowledge sharing sessions with the key stakeholders across dealerships to improve selling, technical, product knowledge and objection handling skills, effective understanding and utilization of enablers to improve sales and R & R programs contributed to retain and grow business.

Consistent and exhaustive engagement with the water well compressor segment strengthened the leadership position of engine Oils and compressor oils across the country. Dedicated and collaborative work with

the industrial distributors contributed to strengthening the network stability and consistent growth of the business.



Sales Manager - Cable Assembly

Amphenol ICC

Nov 2007 - May 2008 (7 months)

Spearheaded the sales & marketing activities of the division, marketing value added services across the country and supporting all export activities with regard to customised cable harnessing.



Sales Manager

Saud Bahwan Group LLC

Jul 2006 - Oct 2007 (1 year 4 months)

Spearheaded overall sales activities for promoting key brands involving Valeo, HDK, Lucas - TRW, Tokico and CTR in Iran markets.



Sales Manager

Total

1998 - 2006 (9 years)

Handled After-Market, industrial, business development, key accounts and workshop segments.

Instrumental in creating a very robust and consistent secondary network in the districts of Coimbatore, Erode and Nilgiris for Elf brand of automotive lubricants. Extensive demand generation activities involving mechanics and dealer loyalty programs, working as 'One Team' with a leading business house (L G Balakrishnan and Bros) leveraging their strengths resulted in achievement of various milestones for all the stakeholders.

Instrumental in associating with M/s Aditya Auto Group Coimbatore resulting in brand visibility, better reach and extraction of Motor Cycle Oils (MCO) and Passenger Car Motor Oils (PCMO).

Initiated and concluded the launch of 'Elgi Air Lube' and its promotion across Tamilnadu for Reciprocating compressors.

Managed and nurtured the marketing tie-up with Reliance Petroleum for Elf automotive lubricants across 1500 Reliance fuel outlets in West, East and South. Launch of 2T oil in 25 ml pouch and 'Gold Rush' scheme for the outlets were key initiatives in increasing sales competing with Castrol and Shell.

Effectively promoted the Belgium based state of the art Engine diagnosis system (ANAC) across all major textile groups in Tamilnadu in promoting premium range of engine oils (Performance 3D).



Sales Executive

Castrol

1994 - 1998 (5 years)

Responsible for the channel sale of automotive lubricants in central Kerala.



Sales Supervisor

Crompton Greaves Consumer Electricals Limited

Mar 1993 - Feb 1994 (1 year)

Handled the sales and promotion of automotive batteries through channel in Kerala.



Sales Engineer

OKS Speciality Lubricants (India)

Sep 1992 - Feb 1993 (6 months)

Handled OKS range of specialty lubricants in Kerala. Initiated, monitored and concluded product trials for Carl Bechem and Cortec range of products in selected industries.



Area Specialist

Permaweld Pvt Ltd

Jan 1990 - Aug 1992 (2 years 8 months)

Handled the sales and promotion of Omega brand of highly specialized maintenance lubricants in Bangalore and Coimbatore. Worked closely with the motor racing enthusiasts in Coimbatore.

Education



Coimbatore Institute of Technology

Bachelor of Applied Science (BSc)

1986 - 1989



Manipal Academy of Higher Education

MBA, Business/Commerce, General

2003 - 2005



Stanes Higher Secondary School, Coimbatore

Higher secondary schooling

1984 - 1986

Skills

P&L Management • Sales Operations • Competitive Analysis • Value Selling • Demand Generation • Business Planning • Team Building • Cross-functional Team Leadership • Key Account Relationship Building • Pricing Strategy