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| **Giri**  **Sales & Marketing Management Professional**  **C:\Users\lakshmi\Desktop\passport photo.jpg**  **E-mail:** [giri.11232@2freemail.com](mailto:giri.11232@2freemail.com) |  |

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| Gulf experienced professional with extensive work exposure diversified industries in the UAE and overseas. Expertise in sales & marketing, business development, relationship management, administration, operations and customer service. Recognized as top performer with excellent track record in identifying new business opportunities, exceeding sales, driving organizational growth & profitability and expanding customer base. Results driven team leader with sound judgment, strategic planning, presentation, problem solving, negotiation, organization and communication skills. Presently seeks a supervisory work profile to utilize acquired knowledge, experience and expertise. | | | |
|  | **CORE STRENGTHS** | |  |
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| * Expertise in Sales & Marketing | | * Business Development & Operations Management | |
| * Client Relationship Management Skills | | * Network of Business Contacts – Channel Management | |
| * Negotiation and Coordination Skills | | * Sound Business & Commercial Acumen | |
| * Product Launching - Distribution Management | | * Budgeting – Forecasting – Tactical Sales Planning | |
| * Out of the box thinking –analytical mindset | | * People Management, Training & Development | |

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|  | **CAREER SNAPSHOT** |  | | |
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| **Sales Manager, INTERCARE Ltd Abudhabi Feb 2015 to Present**  **Deputy Sales Manager, INTERCARE Ltd Sharjah April 2014 to Jan 2015**  **Asst Sales Manager, INTERCARE Ltd Sharjah April 2012 to March 2015**  **Senior Sales Consultant,** Al Sagr National Insurance Company (ASNIC), **Sharjah, UAE** | | | | **Feb 2011 to Mar 2012** |
| *Al Sagr National Insurance Company one of the leading insurance companies in the UAE. Apart from having reinsurance support from the world's leading reinsurers, the Company has its own Branches all over the UAE, and has a large scale insurance interest in the Kingdom of Saudi Arabia for the realization of which the Company has formed a Subsidiary Company with 50% stake.* | | | | |
| **District Manager,** Pfizer Ltd., Karnataka, **India** | | | **Oct 2002- 2010** | |
| *Pfizer Ltd., has a leading portfolio of products and medicines that support wellness and prevention, as well as treatment and cures for diseases across a broad range of therapeutic areas; and have an industry-leading pipeline of promising new products that have the potential to challenge some of the most feared diseases. The company is engage in Manufacturing and Distribution of Pharmaceutical products / FMCG products such as Listerine, Banadril and Selsun. Annual Turnover is more than Rs. 1200 Crores with 900 staffs.* | | | | |
| **Product Specialist,** Alidac Genetics & Pharmaceuticals Ltd., Chennai, India | | | | **Dec 1992 – Sep 1993** |

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|  | **CAREER ACHIEVEMENTS** |  |
| * Effectively focused on wide portfolio and sold profitable products such as PAR, Money Insurance and Motor Insurance to solve heavy losses in the Group Medical Insurance of the company. * Proudly met the highest growth sales in 2009 at Pfizer Ltd. * Remarkably brought in the assigned Region as Number 1 in a period of 3 years in 2005 at Pfizer Ltd. * Received the Best CHPD Region in 2007 at Pfizer Ltd. * Bestowed with Number 1 District Manager and Senior Directors’ Trophy in 2005 at Pfizer Ltd. * AttainedLeaders Academy in 2003 at Pfizer Ltd. * Promotedin job responsibilities from Healthcare Division to FMCG in 2002 to due excellent efforts and performance demonstrated at Pfizer Ltd. * Obtained the Grand Slam Winner in 2000 at Pfizer Ltd. * Known as the Number 1 in Amlogard Sales in 1999 at Pfizer Ltd. * Identifiedas Number 1 PSO in 1995 at Pfizer Ltd. * Recognized as Number 1 Product Specialist in 1992 at Alidac Genetics & Pharmaceuticals Ltd. | | |

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|  | **AREAS OF EXPERTISE** |  |
| **Sales & Marketing Management**   * Expertise in providing strategic and systematic approach on sales and marketing of growing business organizations particularly in the PHARMACEUTICAL/FMCG industry. * Skilled in aggressive sales & marketing, client relations, business development and customer service. * Manage responsibilities related to effective business planning, implementation, supervision and considering corrective actions to stay ahead of competitive markets. * Negotiate business dealings with local or international clientele besides strengthening client support, service as well as business operations while developing contacts with key accounts. * Stay abreast with competitor activities, new product launches, market trends and issues to design counter strategies. * Actively participate in product launches to promote company products, enhance the company’s image, maintain business volume and accelerate growth in terms of turnover, client base and staff. | | |
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| **Business Development**   * Understand and engage with key markets, clients, industry sectors and identify potential business development opportunities. * Direct business development initiatives to achieve financial results according to strategy and plans. * Define, set and impose market and distribution strategies as well as enterprise growth opportunities in line with strategy and within correct levels of authority. * Generate new business; explore potential markets and develop business relationships. * Practice and utilize management theories together with latest technology, market information and business know how to gain momentum in assigned services. | | |
| **Business Operations**   * Streamline efforts towards delivering sales and profit by creating business strategies that will contribute to maximum work efficiency and financial productivity. * Direct the workforce and ensure that policies and directives are met appropriately through on-the-job coaching, training, motivating and leading by example. * Liaise with key stakeholders to understand all necessary facets and organizational development needs. * Report on operational issues, opportunities, development plans and achievements to senior management and take part in making better plans and carefully organize business operations. | | |
| **Customer Service**   * Act as the first point of contact for customers on behalf of the organization. * Accord the highest attention to customers and use customer service skills to heighten the sales opportunity of each customer contact. Keep records of customer interactions and transactions, record details of inquiries, complaints, and comments, as well as actions taken. * Respond to customer inquiries and problems by providing information and suggest merchandise selection; ensure understanding and fulfillment of all customer needs. * Perform investigation on all incoming and outgoing stocks of the company. * Conduct training to new staff and associates. * Contribute to the establishment and development of the organization’s goodwill/ reputation. * Possess excellent communication skills to deal with customers, employees, and management effectively. | | |

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|  | **PROVEN JOB ROLE** |  |
| **Senior Sales Consultant** - Al Sagr National Insurance Company   * Directing and leading a Team of Sales Executives. * Travelling extensively as Corporate Ambassador to determine new business opportunities to open New Branches in the UAE and producing high visibility of the company. * Accountable in attaining set and agreed revenue budget with the management which include profitability forecasting. * Providing assistance to AGM in the preparation and execution of yearly operational plan with business management in the UAE. * Keenly taking part in business evaluation and improvement, distribution, sales projection and budgeting. * Carrying out information to organizations with regards to Group medical Insurances Needs and Advantages through presentation and one-on-one discussion. | | |
| **District Manager** - Pfizer Ltd.   * Directly reported to Regional Manager and administered 6 staffs. * In charged in handling strategic and tactical sales planning for prompting sales of GLOBALBRAND – Pharmaceutical / FMCG products such as Norvasc,MinipresXL,Listerine, Banadril and Selsun in the allocated Karnataka territory by Distribution Channel Management to made sure market penetration, brand visibility, growth, market share and profits were maximized. * Responsible in the attainment of set and agreed revenue budget with the management. * Spearheaded the planning, implementation and supervision of the Regions’ key product launching and marketing activities. * Led and increased company’s Annual Sales from Rs. 8 Crores to Rs. 35 Crores. Facilitated high-growth goal achievement in exceeding management expectations and projections by putting the company as a dominant industry leader, affording sales & marketing leadership. * Formulated clear business targets that reflect marketing priorities of company products by involving in the annual business process with other areas. * Facilitated the implementation of trade visibility and display programs according to business line strategy. * Analyzed and cross checked competitor’s activities by maintaining market share of products and business development. | | |
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| * Executed pricing based on the agreed pricing strategy as well as implementation of Promotion Planning for Channel Partners. * Determined, chose and appointed Distributors. Attained set goals and completed monthly promotional calendar by managing relations with Distributors/ Third party and executing annual operations plan. * Sustained agreed stock holding level and planned orders in relation to annual plan by managing inventory levels with Distributors as well as made sure implementation of objectives. * Conducted monthly assessment on Distributors performance to assure distribution and display is within the objectives. Reviewed and presented updates on the retail audits to distributors and executed quick corrective actions. * Achieved planned activities by ensuring Distributors sales teams possess acceptable levels of knowledge and required skills. |
| **Product Specialist -** Alidac Genetics & Pharmaceuticals Ltd.   * Responsible in the bringing profit increase, market-share development and growth in the company account-based by innovation, planning, leadership of complete gamut of business development and customer acquisition and retention initiatives. * Initiated growth and revenue in promoting sales of medical products to Healthcare Industry Professionals such as Clinics and Retail Pharmacy Stores in the areas of Chennai through designing, developing and executing strategic and tactical sales plans. * Recognized decision makers, conducted needs analysis, prepared proposals, presentations and closed business. Established and maintained executive –level relations. * Enhancedawareness of company products/services by arranging and conducting client presentations. * Arranged and performed roundtable conference to Healthcare Industry Professional. |

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|  | **ACADEMIC QUALIFICATION** |  | |
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| **Bachelor of Science (Chemistry),** Madras University, India | | | **1990** |
| **Diploma in Training & Development,** ISTD, New Delhi, India | | | **2009** |

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|  | **PROFESSIONAL DEVELOPMENT** |  |
| ***Training Courses***   * Lean Six Sigma, Green Belt , 2009 * Coaching Skills, Ken Blankchardt Program, 2003 * Situational Leadership- Course on Building High Performing Teams * Organizational Behavior * Human Resource Development * Manpower Planning and Training * Training Methodology   ***Exhibitions -Seminars***   * All India Cardiologist / Physicians Meet * Indian Dental Association Meet   ***IT Skills***   * MS Office Suite (Word, Excel, PowerPoint, Access), Internet & E-mail Applications | | |

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|  | **PERSONAL DETAILS** | | |  |
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| Nationality | | : | India | |
| Date of Birth | | : | 8th October 1968 | |
| Marital Status | | : | Married | |
| Visa Status | | : | Employment Visa | |
| Driving License | | : | UAE | |
| Languages | | : | English, Hindi, Tamil& Malayalam | |

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|  | **REFERENCES** |  |
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| Will furnish upon request | | |