**SHIBU** [**SHIBU.283486@2freemail.com**](mailto:SHIBU.283486@2freemail.com) ****

**CAREER OVERVIEW**

* A successful, profit-driven individual with a proven record of achievement, capable of making a significant contribution to the profitability of any employer.
* Over **15 years** ofexperience in Sales, Strategic Management, Marketing/Business Development, Key Account Management and Distribution Management in IT Hardware Sales.

**AREAS OF EXPERTISE**

Strategic Management/Business Operations/IT Hardware Sales

* Strategizing long-term business directions for maximum profitability in line with corporate strategies & goals and accomplishing the same.
* Formulate development strategies; forecast and prepare annual sales budget in line with the AOP (Annual Operating Plan).

Marketing & Business Development

* Driving sales strategies for attainment of periodical targets with a view to optimize revenue from primary as well as secondary markets.
* Forecasting monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
* Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine-tune marketing strategies.

Channel Management

* Setting up the complete distribution network from scratch in unexplored rural and urban markets after studying the market dynamics, buying behaviour and pattern as well as required penetration.
* Establishing, implementing and reviewing the policies on distribution management by executing regional sales activities.
* Developing relationship with dealers and increasing business as well as updating Prices & Schemes.

Key Account Management

* Identifying key/institutional accounts and strategically securing profitable business. Giving product presentations to prospective clients and generate enquiries.
* Relationship building with decision makers and key buyers in pre-sales negotiation stages.
* Ensure higher customer satisfaction levels and customer retention by interacting with clients liaising with concerned departments for problem resolution.

**PROFFESSIONAL EXPERIENCE**

**Cluster Sales Manager, Redington India Ltd. Kerala[April 2015 – March 2016]**

Job Responsibilities

Managing the Commercial and Enterprise Group (CEG) business of Redington India Ltd.Kerala.

Managing a team of 15 members which includes the 3 branches of Redington Kerala (Trivandrum, Cochin & Calicut).

Managing and mapping the existing customers/channel partner’s requirements and identifying new partners for achieving incremental growth in revenue for the company.

Sales forecasting and managing the inventory for the 3 branches and supporting the entire team for achieving the overall sales projected for the month, quarter and annual targets and maintaining a year on year growth on each product lines.

Strict checking of overdues of the 3 branches so that there won’t be any carryover of the previous quarters which may affect the overall profitability of the organization.

**Branch Manager, Redington India Ltd, Trivandrum, Kerala[April 2011 – March 2015]**

Job Responsibilities

Managing the entire business of Redington India Ltd. Trivandrum branch which includes all the IT Hardware and Software products of Redington which includes HP, DELL, LENOVO, THOSHIBA, ACER, CISCO, D-LINK, MICROSOFT etc.

Managing and mapping the existing customers/channel partners as well as developing new partners in Trivandrum and Kollam districts.

Monitoring the overdue of the branch and leading the entire branch team for achieving the monthly, quarterly and yearly objective of the company with not less than 20% YOY growth

**Location Head Redington India Ltd, Calicut, Kerala [April 2009 – March 2011]**

Job Responsibilities

Managing Redington India Ltd. Calicut branch which comprises of channel partners in Calicut, Malappuram, Wayanad, Kannur &Kasaragod districts.

Analyze the competitors and understand their strategies in the market which help the overall growth and profitability of the branch.

Minimizing the overdue level of the branch by selecting credible and trustworthy partners.

**Area Sales Manager, Redington India Ltd, Cochin, Kerala [August 2008 – March 2009]**

Job Responsibilities

Managing the sales of HP supplies, ACER Desktops & Laptops of Redington India Ltd. across the territory of Cochin branch which includes channel partners in the districts of Ernakulam, Alleppy, Pathanamthitta,Kottayam, Idukki, Palakkad &Thrissur.

Maintaining a good relationship with channel partners as well as vendors for the business development and market share.

Forecasting the sales and managing the stocks.

**Product Executive, Redington India Ltd, Cochin, Kerala [July 2006 – July 2008]**

Job Responsibilities

Handling the sales and increasing the revenue of HP supplies business of Redington Cochin, Calicut and Trivandrum.

Increasing the market share of the company without affecting the bottom line.

**Sales Executive, Hewlet-Packard India Sales Pvt. Ltd. [February 2003 – June 2006]**

Job Responsibilities

Appointing the Original Cartridge Stores of HP supplies across Kerala (includes all 14 districts).

Maintaining the retail presence with easy accessibility of Original Cartridges to the neighborhood.

Creating interests in IT dealers to promote original HP Cartridges and making them 100% loyal-strictly no refilling/no compatibles/no duplicates.

**Sales Executive, Wipro – e –Peripherals (WeP) Cochin [August 2001 – Jan 2003]**

Job Responsibilities

Product in charge of Wipro Dot Matrix Printers, Laser Printers, Emerge UPS and Networking Products of ACE.

**MAJOR ACHIEVEMENTS**

Redington Trivandrum branch was one among the top 4 branches of Redington India Ltd, “EVERESTER OF FY 2014-15”. This award is given to branches that scale new heights in revenue achievement.

More than 20% YOY growth for Redington India Ltd. Trivandrum from 2012 onwards.

More than 20% YOY growth for Redington India Ltd. Calicut from 2010-2012.

Had put a record in Redington by billing maximum number of partners (breadth) in a day during 2006.

**EXTRA CURRICULAR ACTIVITIES**

Kerala University winner for Light Music and Recitation representing TKM College of Engineering, Kollam during 1996.

All India Radio (AIR) Music Competition National Level finalist 1995.

Was a part of a Musical band in JeevanTV.

**PERSONAL DETAILS**

Date of Birth : 25.05.1975

Educational qualification : B Tech in MechanicalEngineering

Bachelor in Business Administration

Nationality : Indian

Linguistic Knowledge : English, Malayalam, Hindi &Tamil