PRADHEEP

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**Career Focus**

Result oriented Area Manager with over 6 years of experience in Sales & Channel Management enabling startup and

established companies in FMCG and Consumer Electronics industry.

**Summary of Skills**

MBA Team Management  
Channel & Distribution Management Merchandising & Promotions  
Business Development Market Planning  
Territory Management Distribution Network setup

**Professional Experience**

**Area Sales Manager 03/2015 to Current**  
**One Assist Consumer Solutions Pvt Ltd Chennai, Tamilnadu**  
***Roles & Responsibilities:***

Responsible for the sales and distribution of Mobile Protection Pack (Insurance) in the entire region.  
Working with distributors and dealers in the designated area to drive business  
Handle all Apple Premium resellers in the region and drive business with a Business Development Executive  
Team Management - Territory Sales Manager, Team Leaders & Promoters  
Plan marketing and promotional activities in the designated area.

***Accomplishments:***

Established the entire the distribution network in the designated area within two months from the date of launch.  
Doubled the sales every quarter and made my region the second largest contributor to the company in a span of 8  
months

**Territory Incharge 06/2013 to 03/2015**  
**Sony India Pvt Ltd Chennai, Tamil Nadu**  
***Roles & Responsibilities:***

Responsible for Vaio Laptop sales and distribution from June 2013 to May 2014 and Xperia Mobile Sales from  
May 2014 to March 2015.  
Handling distributors and dealers for the designated area.  
Handle exclusive Sony Brand shops for Vaio Laptops and Xperia Mobiles.  
Identified new dealers for selling Sony Xperia Mobiles and increased the distribution network  
Appointed new distributor in the suburbs to increase the reach of the brand.

***Accomplishments:***

Streamlined the distribution channel for Vaio Laptops and increased the presence of the brand from 7 top outlets  
to 25 outlets in 3 months.  
Recorded 30% share in all the outlet and become the market leader in the given area.  
Arranged a trade meet to bring the dealers and the service centre to reduce the service centre issues which the  
customer faces and vice versa.

**Area Executive 01/2011 to 05/2013**  
**ITC Ltd Chennai, Tamil Nadu**  
***Roles & Responsibilities:***

Responsible for cigarette sales in the designated area and other FMCG products like biscuits, confectionery &  
personal care products.  
Handle 5 distributors of ITC to achieve the business volumes  
Work continuously on the working capital of the distributor and follow up on the investments if there is a shortfall in  
the investment.  
Ensure quality coverage of the entire market at a reasonable operational cost.

Forecast the entire branch sales every month for a three month period by following the trend analysis which would be

Work closely with other division employees of the bank and generate customer base through them to cross sell the

Made a corporate tie up with Mindtree & Danfoss for all its senior employees to use Deutsche Bank Platinum

Business Development - Acquiring new clients & building good relationship with the existing clients.

Check and Ensure the warehouse is maintained as per the company requirements.

used for manufacturing the cigarettes in advance.

***Accomplishments:***

Increased the focussed brand sales in the region by 220%  
Removed the competition visibility at the store with the help of the brand power.

**Acquisition Manager**

**Deutsche Bank**  
***Roles & Responsibilities:***

Acquire High Net Worth Individual customers for paid Platinum Credit Card.  
Meet corporate clients and present the product features

platinum credit card.

***Accomplishments:***

Named as the Best Acquisition Manager for the quarter in the region.  
Sold the platinum card directly to Managing Director of BMW plant - India.

Credit Card.

**Executive HR**  
**Expertus HR Pvt Ltd**  
***Roles & Responsibilities:***

Recruitment process for Banking, Investments & Insurance industry.  
Initial screening of the all the profiles that are shared with the client.

**Junior Auditor**

**B Srinivasan & Co**

**Education**

**MBA**: **Marketing**  
University of Wales

**Bachelor of Arts**: **Commerce**

Loyola College

**Professional Affiliations**

***Dissertation:***  
Customers' Brand Preference for Readymade Garments – A Case Study of Chennai City.

**08/2009 to 12/2010**

**Chennai, Tamil Nadu**

**03/2006 to 07/2007**

**Chennai, Tamil Nadu**

**05/2005 to 02/2006**

**Chennai, Tamil nadu**

**2009**

Bangalore, Karnataka, India

**2005**

Chennai, Tamil Nadu, India