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Sreedhar

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Summary

A seasoned and accomplished Sales, Marketing, Business Development and Channel Management professional with an MBA and more than13year’s experience in FMCG, Consumer Goods and Banking seeking a senior level assignment.

**Experience :**Key Accounts ,Distribution Network,Channel Management, Team Management ( UAE/ India).

**Specialties :**Consumer Durable, FMCG and Banking.

**General Management:** Commercial Leadership, Negotiation.

**Business Management:** Strategy &Execution, Operations, Forecast& Control.

**Business Development:** Sales Growth, New Market Penetration, Existing and adding New Accounts.

Distribution: Progressive Channel Management and Key Accounts Management (B2B, B2C, retailStrategy and execution).

Organization: Staffing, Coach, Development.

Objective

I seek opportunity that would enable my core competencies in Channel Management and Distribution Network**;**that can be used to develop new market, go to market strategyor in the field of sales and marketing. Being a capable Team Leader I am open to lead a team and spearheadmarketing and promotional activities as well.

V-Kool Emirates, Dubai, UAE

Sep 2011 – Till date

Domain: Consumer Goods

Role: Area Manager

* Manage key accounts and channel partners to promote all car care products of V-kool .
* Responsible for Automobile and Commercial projects.
* Liaison with VIP clients and ensure repeat business.
* Build new Key Accounts in unrepresented areas to improvise overall business.
* Implement new sales and marketing strategies to increase revenue in assigned territory.
* Motivate sales and service advisors to promote V-Kool products to their customers.
* Monitor competition and suggest competitive offerings to line managers.
* Manage team and train new entrants.

Achievement

* Have been successful in reviving inactive clients, servicing and generating repeat orders.
* Added Automotive and Commercial portfolio through VIP and retail clients.
* Successful in adding New Key Accounts from 6 to 22 (16 being from competition) .
* Improved TAT of servicing key accounts from 4 hours to less than an hour.
* Consistently increased market share by 80% year on year

Standard Chartered Bank, Dubai,UAE

June 2006 – Aug 2011

Domain: Banking

Role : Branch Sales Officer – SME

* Increase the portfolio of the assigned branch by bringing New to Bank Clients.
* Involve in sourcing of Corporate / SME Accounts.
* Cater to sales and services of large corporates by liaising with senior management or the financial controller of the company to cross sell other banking products.
* Conduct training of SME products for the newly recruited staff and also assist them in daily activities.

Achievement

* Have been able to consistently achieve 90-100% of my target year on year.
* Responsible for ensuring 100% compliance and accuracy for all the logged in cases for self as well as the team members.

Usha Sales CorporationMumbai, India

Jan 2005 – Feb 2006

Domain: Consumer Goods

Area Sales Manager - State of Maharashtra

* Responsible for pioneering the dealing of Consumer Products within Maharashtra through specified dealer network.
* Branding activities ,Competitor analysis and Channel Marketing.
* Appoint Dealers in the unrepresented areas.
* Handle a team of 15 Sales staff.
* Corporate sales.
* Implementing Sales / Marketing strategy .
* Recruit Sales Staff to increase the team size.
* Assign sales team target to each Asst. Sales Manager and their respective team.

VidyutMetallics Pvt. Ltd.( SuperMax )Kerala, India

May 2004 – Dec 2004

Domain: FMCG

Area Field Manager – State of Kerala

* Look after Channel Sales in Kerala for premium products of **Supermax**.
* Up- to- date on Competition and their best links and offers in the Market.
* Provide Excellent Customer Service and Service back up.
* Organize Campaigns and implementing promotional plans.
* Train and recruiting new entrants.
* Lead a team of 10 sales staff .

Garware Polyester Ltd. Kerala, India

Jul 2002 – May 2004

Domain: Consumer Goods

Role: AreaSales Executive – State of Kerala

* Manage all activities (sales ,marketing ,sales related accounts) for entire stateof Kerala for a division (Automobile and Building Segment) .
* Managedistributors and dealers in automobile segment; and builders, interior designers and architects in Building segment.
* Implement and managing sales promotion activities to improve sales in the state.
* Appoint dealers in the unrepresented areas.

Achievement at a glance

(GarwarePolyester, VidyutMettalics and Usha Sales Corporation )

* Consistently increased market share by 85 - 90% on an average.
* Generated 75% of the revenue by implementing new sales promotion schemes .
* Successfully added 30 new dealers , distributors and generated new business from unrepresented areas .

Education

2003 -MBA (General Management), India.

2001 - B COM, India.

Personal Details

Nationality : Indian

Date of birth : 10-11-1977

Languages known: English, Hindi, Marathi, Tamil and Malayalam.