**SHAJI B PANICKAR**

***~ Senior Management Professional ~***

**Planning ⬧ Business Development ⬧Product Promotion ⬧Sales & Marketing**

*Preferably inBanking / Financial Service / Service Industry / Retail Marketing / Event Management*

**MANAGEMENT PROFILE:**

**BUSINESS SKILLS**

High-performance management executive with experience of working majorly in Insurance & Business promotion sector. Shriram Fortune Solutions Ltd, HDFC Standard Life Insurance Co. Ltd, Synsol Business Innovation Pvt. Ltd.

Offering more than 15.6years of experience with excellent business skills involving planning and development of marketing plans, designing and implementation of successful marketing strategies .Expertise in managing operations with key focus on marketing of insurance products and other financial products. Track record of consistently achieving sales targets at branches, building dynamic sales teams, identifying high-yielding services and products during the career span. Experienced in developing profitable and productive business relationships, coordinating with decision-makers, and building an extensive client base. Adept in managing business operations with focus on top-line & bottom-line performance and expertise in determining company’s mission & strategic direction as conveyed through policies & corporate objectives.

MANAGEMENT

Establishing operational excellence within cross-functional departments thereby translating conceptual models into specific growth strategies to improve gross revenue and market share.

**STRENGTHS:**

**Sales & Marketing Management:** Developing strategy, overseeing team & individual performance and managing daily activities. Conducting market research and devising effective strategies to identify and maximise opportunities for increased efficiency and profitability.

**Business Development**: Formulating business plans for overall development & accomplishment of top and bottom-line profitability. Building healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.Organising various promotional activities for business expansion.

**Channel Management:** Identifying and networking with financially strong and reliable agents/dealers/ distributors resulting in deeper market penetration and improved market share. Developing and appointing new channel partners to expand product reach in the market and coordinating with the partners to assist them to promote the product.

**Customer Relations:** Promoting positive customer relationships and serve as a problem-solver & resource to customers. Conceptualising customer retention strategies by offering value added services& support services.

**Team Management**: Evaluating performance of sales & marketing teams against the set targets, doing need based promotion planning and providing valuable feedback for improvement.

AREAS OF EXPERTISE:

*• Strategic Planning • Sales & Marketing Management • Business Development*

*• Relationship Management • Revenue Expansion • Product Differentiation*

*• Product Management • Procurement and Inventory • Product Pricing*

*• Resource Optimisation • Value-Addition to Services • Product Positioning*

*• Product Promotions • TeamBuilding • Client Servicing*

**Current Assignment**

**Sr. Branch Manager, with Shriram Fortune Solutions Ltd., Trivandrum**

**April 08’ to Oct 2015**

**Accountabilities:**

* Creating and developing Business Associate Channel.
* Recruitment of Field force (on roll) and Business Associate (off roll).
* Tracking market / competitor trends to keep abreast the changing client’s requirement/ expectations.
* Spearheading the business promotion strategies to manage the portfolio of Urban and semi urban customers.
* Accountable for recruiting, training, motivating and grooming of Sr.BDM, Marketing Executives / Officers, who in turn act as wealth planners of priority clients. Introducing business initiatives of Debenture/Deposit, Life Insurance, General Insurance (including Health) and MF to Urban segment.

**Noteworthy Contributions:**

* Actively involved in Catalyst & Stimulus-a training program for all sales force in Head Office, Indore (1400 man days on a stretch).
* Awarded Outstanding performance in Life Insurance for the year 2010-11.
* Distinction for being the Achiever Trophy from Regional Head for Q1 & Q2 2014’.
* Qualifier for Go Green Project- an initiative for activisation of Business Associate in Life Insurance.
* Top performance in Deposit mobilisation & Life Insurance business in Kerala for the year 2014-2015.

**ORGANISATIONAL SCAN**

**Sales Development Manager – Agency Business with HDFC Standard Life Insurance Co. Ltd**

**March 2007 – April 2008**

**Accountabilities:**

* Managing complete branch operations with accountability for profitability; forecasting monthly/ annual sales targets & executing them in given time frame by organisational planning.
* Strategizing the long term business directions of the region to ensure maximum profitability in line with organisational objectives.
* Reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies and escalate business volumes.
* Recruiting& training Financial Consultant for the Branch.
* Involved in post sales activities.
* Training, developing & mentoring cross-functional teams by setting higher expectations and initiating individual member accountability.

**Noteworthy Contributions:**

* Organised Regular Career Orientation Programme to Advisors.
* Involved in new Product launch for the branch.
* Organising Marketing activities regularly thus increasing profitability.

**Reason for Leaving: Better Career Opportunity, Better Role**

**Branch Head with Synsol Business Innovation Pvt Ltd,**

**(***Formerly Synergy & Solutions)* **Oct 2004 – March 2007**

**Accountabilities:**

* Implementing innovative plans for accomplishment of pre-designated targets witha team of 50 executives, along with their clientele network.
* Tracking market / competitor trends to keep abreast the changing client’s requirement/ expectations.
* Spearheading the business promotion strategies to manage the portfolio of HNI customers.
* Involved in sit-in camps and promotional activities.

**Noteworthy Contributions:**

* Implemented Gruh Darshan Abhiyaan for the first time in Central India.
* Conducted Horlicks WIZ KID all India competition in Nagpur.
* Successfully launched ICICI- HPCL diesel Credit card in Nagpur.
* Actively implemented marketing promotions of Natraj Pencils, Whisper, VSNL Broad Band, Hutch, Airtel etc.

**Reason for Leaving: Better Career Opportunity**

**Business Manager with Concept Consulting,**

*(Formerly Concept Consultants)*

**Feb 2001 – Aug 2004**

**Accountabilities:**

* Identifying prospective clients by extensive study of market trends and demand & supply analysis and mapping requirements adding to business growth.
* Supervising a team of 10 sales force, and one Back Office Operator; overseeing business operation through lead Management & coordinating with senior management.
* Involved in finalizing advertisement and in all promotional activities.

**Noteworthy Contributions:**

* Increased sales from ground level to 500 post-paid connection in a month.
* Organised Used Car Mela in a centralised manner.
* Increased sales from zero to 30 lakhs in used car segments.

**Reason for Leaving: Transferred to Sister Concern**

**Marketing Executive with M/s Hind Motors,**

**Mar 1997– Apr 1998**

**Accountabilities:**

* Dealing with HMT Tractors in 3 district of Odisha**.**
* Tapping the potentials of small entrepreneur’s by making them sub dealers.
* Exploring new rural markets in the drought hit district of Odisha through regular Innovative Programs.

**Noteworthy Contributions:**

* Increased sales from 35 nos. To 76 nos. in a quarter.
* Involved in cultural activities in rural areas.

**Reason for Leaving: Higher Studies**

**PROJECTS UNDERTAKEN**

Dissertation job training in Oswal Chemicals and Fertilizers Ltd, Paradeep on the topic “Popularity of Oswal DAP in Odisha”.

Summer training in Bhansali Engineering Polymers Ltd, Madhya Pradesh on the topic “General Management”

**ACADEMIC & CREDENTIALS**

2000 Post Graduate Diploma in Management (MBA)

1997 B.Sc (Hons)

*Other Qualifications*

2000 e-Commerce from Asset International

2000 PGDCA from Datapro

**PERSONAL DOSSIER**

Date of Birth : 27thday of November 1976

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Languages Known: English, Hindi, Oriya and Malayalam

Preferred Location: Ready to re-locate

**Job Seeker First Name / CV No: 1815108**

[Click to send CV No & get contact details of candidate](http://www.gulfjobseeker.com/feedback/submit_fb_em.php)

