**Jyothish**

[**Jyothish.339280@2freemail.com**](mailto:Jyothish.339280@2freemail.com)

**A self starter and strong inspiring and motivating team leader with substantial management experience with P&L responsibility and strong business & marketing sense who aspires to pursue senior level managerial assignments in Services Business Management , Marketing, Business Development, Distribution, and Product Management with a frontline organization.**

* Overall experience of **15 years** with 10 years experience in business development and strategic alliances for **IT hardware, Software and Telecom products and services across East Africa**
* **Proven expertise in starting operations in new geographies, bringing in high revenues and profitability.**
* Demonstrated expertise in managing relationships with Strategic Key Accounts & Biz Partners.
* Experience in structuring and negotiating complex Software and hardware deals in Government & Corporate enterprises.
* Sound knowledge on spare parts sales and marketing and evolving marketing strategies, **capacity planning for partners, managing key accounts, establishing channel networks.**

## A team player and leader with exemplary analytical, interpersonal and organizational abilities.

- Inventory Management - Channel Management - Executive Leadership

- Relationship Management - Brand Management - Strategy Planning

- New Market Dev. - Market Research - Manpower Planning & Productivity

- Market Penetration - Service Management - Credit Control

**Branch Operations:** Handling service operations, monitoring administration, setting KPIs and Revenue targets etc. Utilizing public information to develop marketing intelligence for generating leads. Streamlining pre-existing processes to enhance the efficiency, collections & minimizing operational times & costs.

**Channel Management:** Identifying and network with financially strong and reliable dealers and sub distributors, resulting in deeper market penetration and improved market share. Assisting the channel partners to meet their business targets and achieve profits. Achieving the channel breadth initiatives & managing the credit facility to channel partners maintaining zero over dues.

**Key Account Management:** Developing relationships with key decision-makers in target organizations for business development. Evolving market segmentation & penetration strategies to achieve targets. Managing activities pertaining to RFQ generation/negotiating/ finalizing / execution of deals for smooth execution of sales, order processing & Overall Project monitoring.

**Sales & Marketing:** Identifying new streams for revenue growth & developing marketing plans to build consumer preference. Conducting competitor analysis by keeping abreast of market trends to achieve market share metrics. Conceptualizing sales promotional activities as a part of brand building & market development effort.

**Team Management:** Managing Team functions viz. manpower planning, recruitment, deployment, performance appraisal, etc. Leading, mentoring, training & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.

**Jan 2015 - Dec 2016**

**Business Support Manager**

**Regal group Kenya Ltd**

A commodity trading company registered in Kenya, Tanzania and operations in west Africa. Offshore support from India on commodity trading, order coordination and payment follow ups.

**July 2014 - Nov 2014**

**SVC Manager ( DSC and EA Region)**

**LG Electronics (Kenya)**

**Job Description:**

Expansion of LG Controlled Service Network in Kenya, Managing Direct Service Center , Setup of ASCs, Managing service marketing advertisements, Policy & Process Setup, P&L responsibility, Spare Parts Revenue & Call Center Management, Service Data & KPI Management , Daily Service Management of DSC and ASCs, conducting ASC Audits, Customer escalations handling, Over all Service Operations Management, Warranty Cost Control, Profitability Enhancement, Revenue Generation, Service Level Agreement, Training & Manpower Management, Performance Monitoring & KPI Management on ASCs and Direct services, NPS Monitoring etc.

**March 2005 – May 2014**

**Regional Service Manager (East Africa)**

**REDINGTON GULF FZE / Ensure Services**

A World leader in IT Distribution and Services, based in SINGAPORE having 40 branches Worldwide. 300 professionals, Redington has emerged as a major distributor of world renowned brands like HP , DELL, TOSHIBA, Lenovo, Asus, Acer, Fujitsu Siemens, Nokia ,SONY, and SAMSUNG . In East Africa we are equipped with 4 service center offering high quality service, maintaining the (KPIs) of all vendors.

**Job Description:**

* Heading the entire East Africa Service Division of Redington Middle East Africa and managing it as a Profit Centre with the responsibility of Business Development, Vendor Principle Management, and Team Management
* Service center setup with ISO standards
* Revenue and profit generation
* Manpower planning, Employee satisfaction
* Revenue generation through Spare parts and contracts
* Buffer Stock planning
* Adherence to ISO standards and quality measures.
* Employee Training and career development

**Key Achievements:**

* set up the first service center in Kenya for Redington in 2005 at Nairobi, then expanded to 3 direct Service Centers across East Africa. (Uganda &Tanzania ) and indirect model in Ethiopia and Rwanda , Establishing service centers include finalizing office space, setting up interiors as per company standards, recruitment of service engineers and coordinators, identifying and finalizing with vendors etc.
* High revenue achievement through accessories and spare parts sales.
* Established the Redington Brand in IT Services in East African market and have captured 70 % of market share of services business.
* Regularly meeting the KPI standards high level
* Apart from Service Revenues developed different other business verticals likes AMC, Post warranty, part sales, network solution to enhance revenue for Redington in East Africa.
* Managing a team of 35 people and handling the entire East Africa for Redington services.
* Evolved efficient cost control measures to ensure profitability of the service centre increases.

**March 2000 – Jan 2005**

**Position: MANAGER CUSTOMER SUPPORT**

**REDINGTON INDIA LTD.**

**Job Description**

Managing services team on Service and Warranty Support, Motorola mobile phones warranty and post warranty support, Third Party Authorization and contract finalization on ASP for Motorola in northern Kerala region as part of Reliance entry in to Telco segments with LG , Motorola phones.

* + - Hewlett Packard higher end products
    - Hewlett Server/ network support.
    - Hewlett Packard design jet support
    - Compaq Computer Systems
    - IBM Computer Systems
    - EPSON higher end and lower end impact printers,
    - EPSON Photo Quality Ink jet printers
    - Motorola mobile phones.

**Key Achievements:**

* Most resourceful team member, generating the maximum business for the Kerala Redington Service Center.
* Achieving regular performance incentives and bonuses by the company for outstanding performance.
* Set up branch in Calicut (Kerala) and developed service business
* Support the Sales Team in Sale of Spares by regular contact with vendors and distributors.

**1996-2000**

Comsol Pvt Limited., Trivandrum

Service Engineer

Repairing of printers and PCs to support AMCs in VSSC Trivandrum

**PROFESSIONAL QUALIFICATION**

**Graduate Diploma in Business Administration**

**Diploma in Electronics**

**Personal Details:**

Date of Birth**:** 30th January 1975

**Nationality:** Indian

**Marital Status:** Married

**Languages:** English, Malayalam, Hindi