*SURESH*

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**FOR THE LAST 8 YEARS IN ICE CREAMS AND DAIRY PRODUCTS THAT TOO IN THE SENIOR LEVEL**

***PRESENTLY WORKING AS REGIONAL SALES MANAGER IN HANGYO ICECREAMS PVT LTD.***

***Seeking senior level assignments in Profit Centre Operations, Business Development, Sales and Marketing, Distribution Management, with an organization that encourages team work and presents endless opportunities.***

**Professional Synopsis**

A dedicated personality with 27 **years’ of experience** in Profit Centre Operations, Planning, Budgeting, Forecasting, Sales Analysis,Business Development, Key Account Management, Sales and Marketing, Distribution Management, and People Development in multifarious industry spectrum. Presently designated as **REGIONAL SALES MANAGER** in **HANGYO ICECREAMS PVT.LTD** distinction of developing the Area for its profitability, with a proven track record of introducing new products. A strategic implementer with proficiency in marketing products, organizing promotional events, conducting market research, accelerating growth and achieving business targets. Proficiency in assisting in marketing activities for ameliorating revenue growth. An effective communicator with demonstrated leadership & excellent interpersonal/relationship management skills. Till date controlled activities of 850 plus distributors and 200 plus reportees during the said span.

**Core Competencies**

***Profit Centre Operations***; - Steering profit centre operations for assigned territory for accomplishment of top-line growth & bottom-line profitability. Implementing effective strategies with a view to achieve business objectives. Assisting in new streams for long term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.

***Business Development; -***Exploring potential business avenues & managing marketing and sales operations for achieving increased business growth & initiating market development efforts. Analyzing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies. Identifying new untapped markets for launching products, generating business from the existing accounts and achieving profitability and increased sales growth

***Sales and Marketing; -***Managing sales & marketing operations; implementing sales promotional and advertising activities as a part of brand building and new product launch. Developing marketing and sales promotion strategies to build consumer preference and drive volumes and ensure maximum brand visibility and capture optimum market shares.

***Distribution Management; -***Establishing strategic alliances/tie-ups with financially strong dealers, stockiest allocating targets for deeper market penetration. Evaluating performance & monitor the sales and marketing activities of the distribution channels. Ensuring optimal inventory at distributor end for smoother business operations. Managing the accounts of dealers to ensure timely payments and minimum outstanding.

***People Development; -***Training & monitoring the performance of team members, to ensure efficiency in sales operations and meeting of individual & group targets. Planning & scheduling individual/ team assignments to achieve the pre set goals within time, quality & cost parameters.

Apart from the above my key skills include:-

*Front line, Middle Level, Senior Level, Regional Head, Marketing Manager,Sales Analysis, Planning, Budgeting, forecasting, Key Accounts Management, Market Research etc.*

***CAREER* *ACHIVEMENTS DURING THE LAST 7 YEARS****.*

1. **SUCCESSFULLY PROMOTED MERIIBOY ICECREAM SHOWING THE DIFFERENCE BETWEEN FROZEN DESSERT AND ICE CREAM.**
2. **IT HAS GIVEN A BLOW TO THE MAJOR COMPETITOR GROUP IN THE STATE BELONGS TO FROZEN DESSERT CATEGORY. THEIR MARKET SHARE SLASHED TO 70% FROM 90%.**
3. **EFFECTIVE PROMOTION CAMPAIGNS CONDUCTED IN COLLEGES, SCHOOLS, TECHNOPARK AND INFO PARK.**
4. **PRICE REVISIONS WERE DONE AS AGAINST THE ATTITUDE OF THE COMPETITOR GROUP.**
5. **INCREASED THE NUMBER OF FACTORIES FROM TWO TO FOUR.**
6. **TRIVANDRUM FACTORY HAS ACHIEVED 1 CRORE SALES IN APRIL AND MAY OF ITS INCEPTION.**
7. **DISTRIBUTOR NETWORK INCREASED TO 132 AS AGAINST 32 AT THE TIME OF JOINING. DISTRIBUTION CHAIN EXTENDED TO ERODE,TIRUPPUR, COIMBAORE, NAGARCOIL, MANGALAPURAM.**
8. **SUCCESSFULLY LAUNCHED AN EXCLUSIVE PARLOUR IN THE FOOD COURT OF OBERON MALL IN COCHIN. PERFORMANCE OF THE BRAND THERE ENABLED LULU MALL, COCHIN TO SELECT MERIIBOY TO THEIR FOOD COURT. THE BRAND IS DOING EXCELLENT PERFORMANCE THERE.**
9. **ESTABLISHED EXCLUSIVE SCOOPING PARLOURS IN KOTTAYM, ERNAKULAM,KOZHIKODE AND IN WORNDER LA. ABLE TO START SCOOPING PARLOURS IN ALL AMUSMEMENT PARKS OF KERALA.**
10. **ELEVATED THE BRAND TO THE 4TH LARGEST POSITION.**
11. **RECEIVED CASH AWARD AND CERTIFICATE OF EXCELLENCE FROM THE COMPANY.**
12. **LAZZA GROUP INVITED ME TO JOIN WITH THEM WITH COMPLETE CHARGE OF THEIR UNCLE JOHN ICE CREAM DIVISION.**
13. **LAUNCHED QUARTERLY OPERATIONS PLAN IN UNCLE JOHN. NOW THAT PLAN IS SUCCESSFULLY OPERATING IN ALL THE THREE BRANDS OF THE GROUP.**
14. **INTRODUCED UNCLE JOHN SUPER SHOPS IN KERALA.**
15. **INCREASED THEIR DISTRIBUTION FROM 375 TO 410.**

**May 2015 to December 2015 worked as REGIONAL SALES MANAGER In HATSUN AGRO PRODUCT LTD, Chennai. In charge of their Arun Ice Cream and Hatsun division for the state of Kerala.**

**January 2013 to APRIL 2015 MANAGER-SALES BRAND HEAD- UNCLE JOHN ICE CREAMS**

**Largest manufacturer of ice cream in India. Controlled 410 distributors and 40 reportees. Exposure in controlling sales and marketing activites of its 26 factories/branches/profit centers spread across Kerala, Tamilnadu, Karnataka and Andhrapradesh states. This position was equivalent to Marketing Manager. Of the group achievement during last fiscal my contribution was 86 crores with an average of monthly turnover of 7.17 crores.**

* Identify potential markets and appointing distributors.
* Revenue Forecast.
* Planning new products and launch.
* Identifying Alternative channels of Distribution.
* Achieve Budgeted Sales Revenues for all factories.
* Making corporate associations.
* Planning schemes for sales promotions.
* Training & Development of field staff
* Started Uncle John Super Shoppe in different locations in S. India to promote brand.
* Direct control of Malls and key accounts.

  **Nov 2008 to December 2012 – MARKETING MANAGER SUPREME FOOD INDUSTRIES-MERIIBOY BRAND ICECREAM.**

**Leading Icecream manufacturer in Kerala.**

* **Responsible for Revenue Target Achievement.**
* **Responsible for the overall growth of the brand in kerala.**
* **Introduction of exclusive parlours and outlets in major towns.**
* **New Product Launch**
* **Forward forecast and regional scheme designing.**
* **Expansion of distribution network thereby strengthen the base of the brand in the state of Kerala and Tamilnadu.**
* **Elevated the brand to the 4th largest in ranking in Kerala.**

**CAREER ACHIEVEMENT**

 **Received cash award and certificate for my outstanding performance.**

 **May 2005 to October 2008 Sales Manager- United Consumer Care, Hyderabad.**

***Was responsible for the launch of VISA brand mosquito coils in South India. Expansion of distribution network in Tamilnadu and part of Karnataka.***

* **Heading Tamilnadu, Kerala and part of Karnataka.**
* **Plotting of towns and appointment of distributors as per the Launch dimensioning.**
* **Market survey.**
* **Network test drive in towns planned for launch.**
* **Manage distributor/ retail fraternity of the zone.**
* **Recruitment of Area Sales Managers, Sales Officers and Distributor Sales Executives.**
* **Identify towns critical for coverage.**

**Profile.**

* **Designated as Sales Manager, Managing the zone team of 3 ASMs and 12 Sales Officers,3 C& F Agents and 88 stockists.**
* **Responsible for Primary/Secondary, Town/ outlet Expansion and overall revenue of the zone.**

**January 2004 to May 2005 Sales Manager – Averayn Marketing, Cochin.**

***Head of operations in this trading organisation dealt with food items like Basmati Rice, Namkeens etc for Kerala & Tamil Nadu .***

* *Recruiting & Tranning of junior associates.*
* *Control of field force-23 number team.*
* *Planning & budgeting investments.*
* *Competition analysis.*
* *Planning sales activities of the firm.*
* *Control over 6 super stockists and 88 distributors in S.India.*
* *Coordinating with the field force for marketing activities.*

**August 2002 to December 2003 Area Sales Manager Franch Herbs and Technologies Ltd, Chennai**

***The Fastest growing OTC company which created an image among ladies by promoting their Franch Oil NH a liquid concentrate used for removing stretch mark which is common among them.***

***Handled 65 stockists in Kerala with a turnover of 18 crores per annum.***

**Career Milestones.**

* *handling a team of 14 sales representatives.*
* drawing up of operational plans for the team
* selection and development of new stocksits.
* designing schemes and promotional activities.
* planning and working on product launch.

# *SPECIAL PROJECTS UNDERTAKEN*

* *launching of OG-3 VEG for cardiac patients throughout the state.*

***CAREER MILESTONE DISTRIBUTION MANAGEMENT***

* *Managing a team of 65 stockists with a turnover of 18 crores per annum*
* *Planning the distributor wise annual sales budgets,sales forecasting&stock planning in line with product promo.*
* *Implementation of trade schemes and related activities.*
* *Achieved all sales targets set for the year consistently.*
* *Instrumental in carrying out Route planning, restructuring and implementation and conducting monthly meeting of sales representatives and setting targets for the month.*

**April 1999 to October 2002 Sales Officer J L Morrisons India Limited – Nivea.**

*Worked with* ***M/S J*** *L Morrisons India Ltd, who are pioneers in cosmetics and OTC range of products.* ***product range includes Nivea range of cosmetics with 82 skus and Emoform tooth paste in OTC division.***

**Career Milestones Business Development**

* *Based in Ernakulam controlling entire sales activities of South Kerala*
* *Responsible for motivating interim sales representatives for maximum output*.
* *in charge of doing retail promotion*.

**January 1994 to April 1999 Sales Representative Argus Cosmetics Limited, Chennai**

**Entered in this organisation at the time of launching Z. Talc Talcum Powder in Kerala.**

**Covered Trichur,Palakkad and Malappuram initially and then transferred to Kottayam, Alleppey and Pathanamthitta.**

**Attended ORG training 3 times.**

 **• Attained the best training in my career.**

 **• Frontline work ensuring product reach and availability.**

 **● Retailing and promotion of the brand**

**ACHIEVEMENTS.**

 **Conducted 100% availability drive in Kottayam town area and made it**

 **It successful.**

 **Rewarded by the company for the achievement.**

**January 1990 to December 1993 Sales Representative Spicessac India , Cochin.**

**Manufacturers of Quick Mix brand spices with a turnover of 80 lakhs per month**

 **●Only frontline work covering 5**0 **outlets per day**

 **• Worked areas from Palakkad to Trivandrum during the period.**

**MY PROFESSIONAL ASSOCIATIONS.**

**Active in Twitter – I am involved in the discussions on social subjects.**

**Member in Linkedin.**

**Participant in the group of FMCG Professionals Worldwide. Major subjects include the trends in FMCG market, new products, threats and opportunities. This group help to professional people to discussions relating to FMCG business. They can make contacts, discuss problems, HR maters, Admin maters and make solutions.**

**Strong in SAP Foods and Beverages (FMCG) Communtiy. This is a group of SAP professionals working with the Food and Beverages industry to network, share articles, exposure and other industry needs.**

**Procurement Professionals is a networking community to source and share business information, promote events, HR and career networking, job search and job posts to connect recruiters and headhunters across the procurement world. The group has more than 3 lakh plus members including me.**

**Participates in discussions on Business Development through Linkedin.**

**Involved in the discussions of Saudia Dairy & Food Stuff Company - SADAFCO. Discussions on their new products, launches and their market development etc.**

**International Exports,Imports (sales, retail, apparel,fashion, FMCG,Agriculture etc). This business group is dedicated to professionals involved in import and export business. It is been a great hurdle for traders to find buyers and suppliers together and reaching trade leads. I am a member in this group and the group has around 3 lakh members.**

**Besides the above I am a part time consultant of M/S. Gerson Lehrman Group India Pvt. Ltd who is actively involved in providing consultancy services to FMCG companies, new entrepreneur in the segment on all aspect relating to sales and marketing. I am extending my services for the ice cream industry in India and the major subjects for discussion include status of the market, recent trends, bridge between organized and unorganized segment, threats and opportunities etc in the industry.**

**Academic credentials.**

 **B.Com degree from University of Kerala.**

 **Month and year of passing – April 1984.**

**Date of Birth: 21st May 1963**

  ***SURESH***