**SARAVANAN**

**SARAVANAN.352533@2freemail.com**

***OBJECTIVE:-***

Seasoned, results oriented sales and marketing professional with proven ability to grow profitable revenues and market share in B2B or B2C environments. Over 15 years experience in marketing management, sales management, new product launch, recruitment, training, finance, etc . Consistently achieved top ranked performance in every position by bringing revenues and profits to new heights in both domestic and international markets. Seeking a job that offers a vibrant workplace where I can use my solid experience and proven customer-relationship strengths to achieve challenging goals.

***CAREER PROFILE :-***



A highly engaged and positive team player with a strong customer focus and the motivation to deliver exceptional sales results.



Evaluated sales territory potential and implemented strategic and tactical marketing plans. Able to increase revenue by targeted markets and customer alliances.



Conducted site inspections, outside sales calls and sales trips, and attended pertinent trade shows.



Set budgets, prepared sales and expense forecasts. Led meetings among sales, product development, operations and finance departments in planning and forecasting P&L.



Recruited, trained, and managed a team, Managed distribution channels like wholesalers and stockists across the territory. Led sales group to achieve targets.



Successfully launched new products, resulting new revenues to company in a shorter span. Promotions through event managements & media by both ATL &BTL Communications.



Experience in liaison and dealing with government agencies. Managed good rapport with top officials & Key decision makers of the Govt.



Effective implementation of policies & execution of strategies. Addressing Hr grievances and disciplinary actions based on the investigations conducted.



Experienced in making effective presentations to senior management and Govt Officials. Good in computers.

***PROFESSIONAL EXPERIENCE : - (Total 15 + Years Experience)***

* ***BUSINESS DEVELOPMENT MANAGER at NEXT GENERATION TRADING L.L.C – DUBAI. From April 2015* TOPRESENT.**

***Job Responsibilities :***



Directing and coordinating the complete operations including sales forecasting & monitoring of Uae & Africa.



Forecasting sales plan and managing distribution channels. Meeting international clients and key customers.



Organizing market development activities to increase business volume and product awareness. Conducted site inspections, outside sales calls and sales trips, and attended pertinent trade shows. Preparation of annual budgets and P&L reports.



***HEAD OF OPERATIONS at GVK EMRI**–**KERALA/INDIA. From Sep 2013 to Mar 2015 ( 1.6 Years )**Job Responsibilities :***



Aligning the state operations to the strategic planning suggested by the Government & NRHM. Ensuring periodic activities to create public awareness through ATL & BTL promotions.



To conduct monthly meetings with Health officials and Key opinion Doctors of the primary care **centre’s and Hospitals to ensure smooth operations.**



Prepare annual budgeting and planning for the operational expenses for the State.



Day to day routine coordination with Fleet/Finance/Hr/ Call center / Scm / Quality etc, for MIS generation and Analysis.



Interfaces with media with regards to operations in the state. Spoc for Media coordination and press releases.

***OPERATIONS MANAGER at GVK EMRI**–**TAMILNADU/INDIA . From May 2010 to Sep 2013 ( 3 Yrs )**Job Responsibilities :***



Aligning the operations to the strategic planning. Periodic visits to Govt and Private institutes to achieve targets.



Handled a man power strength of 250 peoples including executives and nursing assistants. Ensuring periodic impl**ementation of training programs like CME’s and MDA activities.**



Represented the district in all the relevant review meetings and Tie up with Govt & Health facilitators. To create concept awareness through demonstration activities & health camps.



Conducted Executive Committee meeting with the Government health Officials on periodic intervals.

***SALES MANAGER at DELTA GROUP L.L.C**–**DUBAI. From November 2009 to April 2010 ( 6 Months )***

***Job Responsibilities :***



Handled the sales of Dubai region, managed a team of sales officers & sales mans. Meeting clients, retails, key accounts and malls.



Organizing market development activities to increase business volume and product awareness. Forecasting sales plan and managing distribution channels and to check the competitor presence and to take corrective measures.



***SALES MANAGER at STALLION GROUP as**–**NIGERIA. From November 2007 to August 2008*** ***( 10***

***Months )***

***BRANCH MANAGER at**SHALLINA LABORATORY’S –**CONGO. From September 2008 to October**2009 ( 2 Months )***

***Job Responsibilities :***



Handled the sales for the Concern branch. Responsible for the sales and forecasting.



Direct and coordinate complete operations including sales forecasting & monitoring.



Competitor analysis and prompt action.



Preparation of annual budgets and reports along with the account manager.



Manage local and expatriate staffs.

* ***AREA BUSINESS MANAGER (PHARMALINK) at GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD – CHENNAI. From December 2003 to November 2007 ( 4 years )***

***Job Responsibilities :***

 Plan, organize, lead and control sales team to achieve revenue targets as per business plan.

 **Managed sales rep’s &** distributors. Recruit and train people.

 Organizing CME & MDA to increase business volume.

 Forecasting sales plan and managing distribution channels.

 To check the competitor presence and take corrective measures.

* ***SALES EXECUTIVE at CARE MED PHARMACEUTICALS PVT LTD – THIRUNELVELI. From Jun 2001 to Jul 2003 ( 2 years & 1 month)***

***Job Responsibilities :***



Meeting clients, chemist and wholesalers.

**Booking p.o.b’ s** and monitoring primary and secondary sales.



Responsible for the given targets and achievements.

***BRAND ACTIVITY:-***



Launched Mothers Horlicks DHA and Junior Horlicks DHA in my territory and made them as brand leader.



Launched Horlicks Lite and Lite Bite Biscuits and made a successful product in a short time span.

***MANAGEMENT PROGRAMMES :-***

**GSK’s WSFE programme –** Systematic discussion to find out the need of the customer and to satisfy them.

***ACADEMIC CREDENTIALS:-***



Pursuing MBA at Annamallai University.



B.PHARM at S.c.k College of pharmacy. Tenkasi, Tamilnadu.



H.S.C at S.l.b govt higher secondary school, Nagercoil, Tamilnadu.



S.S.L.C at S.l.b govt higher secondary school, Nagercoil, Tamilnadu.

***DECLARATION : -***

I here by declare that the information furnished here in above is true and correct to the best of my knowledge.