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| *Personal Profile*  ***KALYANA***  *IMG_0436.JPG*  *Contact :*  Mob: C/o 0505891826  *Email:*  [Kalyana.378798@2freemail.com](mailto:Kalyana.378798@2freemail.com)  *Personal Data:*  |  |  |  | | --- | --- | --- | | *Marital Status* | *:* | *Married* | | *Date of Birth* | *:* | *06/09/1976* | | *Nationality* | *:* | *Indian* | | *Visa Status* | *:* | *Employment* | |  |  |  |   *Languages Known:*  *English/Hindi/Tamil/ Malayalam /Basic Arabic*  *Job responsibilities:*   * *Strategic Planning* * *Appointing Distributor channel, Adding New Clients and turn in to increased Business.* * *Build long-term organizational strategic goals, build key customer relationship, identify business opportunities, negotiate and close business deals and maintains.* * *Forecast sales targets and ensure team met the goal* * *Submit Daily/weekly/monthly report to Management about the sales progress/market activities.* | Career Objective:  Aspiring for challenging and creative assignment to consolidate my experience in the field of Sales & Marketing to contribute to the company’s Growth & Profitability in a sustainable way.  Professional Profile:   * High performing Sales Management executive with expertise in building and optimizing Sales avenues, process and measurement systems. * Skilled strategist who transforms strategic plans into workable solutions and bench marks performance against key operational targets/goals * Proven success and track record of delivering optimal results in challenging environments through initiatives that exceed operational targets and yield measurable outcomes   Area of Expertise:   * Sales Management – Auto Parts /Lubricants/Batteries * Over 21 yrs of experience in the AM Parts/Batteries/Lubricants industry in the UAE and India. * Market Development – UAE Domestic and Dependent markets. * Customer Relationship Management – Specialized in multi cultural market environment * Significant in depth understanding of the market behavior in Middle East, & UAE market Dealers.   Professional experience:  **Senior Manager –Sales – M/s. New East General Trading Est From Mar’16 - till Date.**  C:\Users\Kalyan R\Downloads\image002.jpg   * Developing new business base in UAE & GCC market for M/s. New East General trading Parts, Batteries & Lubricants business. * Instrumental in launching various products groups in the market. * Setting up vast distribution network to support all the brands sales development at the gross root level * Conducting business seminars, visiting with suppliers to the potential market to promote the products. * Instrumental in developing many new parts and batteries as per the market demand. |

**CURRICULUM VITAE**

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| * *Work with Product team and give more information about developing new range of products/numbers etc* * *Arranging for Seminars, Campaigns, Services*   Personal strength:   * *Excellent knowledge in UAE Domestic /Export dealers.* * *Excellent Parts/ Lubricants/ batteries Knowledge.* * *Excellent Electronic Parts Catalogue (EPC) Knowledge* * *leadership* * *Ability to work in a team.* * *Well prepared to adapt to difficult Situation.* * *Empathetic.* * *Hardworking and dedicated to the companies objectives* * *A team player with a disciplined, self-directed, mature, professional approach to work*   Professional achievements:   * *Increased Sales for HITACHI batteries in UAE domestic market to 150% yty.* * *Awarded Highest Sales Achievement for Daikin (Exedy) clutches in UAE Market.* * *Successfully launched many products lines like TOP branded items, Challenger, Maxbat –Gold Batteries, now it is one of the Leading brands in it own.* | * Market survey for new product launches, analysis products position, pricing, targeting area customers etc. * Managing key account business, corporate sales etc. * Maintaining very good relationship with customers.   **Territory Sales Manager – Global Auto Parts (Al Habtoor Group) From Feb 2014 –Feb2016.**     * Launching and developing an in house brand ‘Global Auto Parts’ in a start up environment * Instrumental in launching various products groups in the In house brand * Setting up distribution network to support the brand development at the gross root level * Introducing the brand to end users to create pull for the dealer network.   Assist the Credit Team to analyze and approve the micro credit to the dealer segment  **Deputy Manager – Sales, Emerald Spare Parts ( Part of Saud Bahwan Group of Companies) From Feb2001-Jan2014.**  emerald spare parts logosoud bhavan logohttp://www.dubaimap.mobi/logos/1308044708dynatrade.jpg   * Developed expertise in handling world renowned aftermarket parts brands viz., NGK,EXEDY,TOKICO,MITSUBOSHI, CTR,NPR,NDC, GMB, MINTYE, ROCKET, SERVO, DEPO,TYG etc., * Expertise in handling multiples brand in Batteries Viz., Rocket, Challenger, Maxbat-Gold etc., * Expertise in introducing and marketing in house brand “TOP” which is now one of the leading brands amongst the dealer segment in the UAE and allied markets. * Heading a team of Six Sales Executives to cover the UAE Domestic market and responsible for the Domestic Sales Target and Product penetration Target * Headed the team of two Sales personnel as an added responsibility that handled SERVO brand Lubricants for the Dealer segment in UAE * Built long lasting relationships with more than 300 parts and batteries dealers in UAE and other GCC countries * Tracking the market trend and competitors and provide valuable insights to the Product and Procurement team and there by a catalyst for the Procurement and Product strategy. |
| Area of Expertise   * *Business Development* * *Brand Management* * *Key account management* * *Client relationship management* * *Office administration* * *Channel management* * *Team management*   Training & seminars   * *Conducted AISIN business seminars in UAE.* * *Attended SERVO business seminar in INDIA.* * *Technical Training attended for OSAKA filters, MINTYE Brake pads in Malaysia.* | **Executive – Marketing, India Motor Parts & Accessories Ltd (IMPAL-TVS)-Cochin Br - Jun’97-Jan’01**  http://yellowpages.sulekha.com/logo/2800067.jpghttps://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcTJikAf2F4v9ctFIO6BnO-8OPH_cOdHiEHMYlGCTTP3UzR1oLJt   * In charge of Sales and marketing for the territory of south Kerala   Handled popular after market brands like Lucas TVS, brakes India, CD TVS, Sundaram Fasteners, TVS Tires, PRICOL, ROLAN, GABRIEL etc   * Developed a Sales Strategy to stabilize the revenue stream for the organization   .  Educational Qualification:   |  |  |  |  | | --- | --- | --- | --- | | **Degree** |  | **Institution** |  | | B.Com |  | Madras University, Chennai |  | | Management Programme in Sales & Marketing  (Certificate Course) |  | Madras University, Chennai |  |   Declaration :  I hereby declare that, the above information is true and correct to the best of my knowledge.  **Kalyana** |