**KISHOR**

Targeting **senior level assignments in Marketing & Sales/ Business**

**Development** with an organization of repute

|  |  |
| --- | --- |
| Kishor-392956@2freemail.com  |  |

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| **Profile Summary** | Core Competencies |

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| --- | --- | --- |
|  **Strategic sales & marketing specialist offering nearly 15 years** of |  |  |
|  | cross-cultural experience in Sales & Marketing with key focus on top line | Strategic Business Planning |  |
|  | profitability & revenue expansion |  |  |
| Proven success in developing, implementing & executing marketing initiatives, | Sales & Marketing |  |
|  | sales forecasting, budgeting and enhancing processes for market development |  |
|  |  |  |
|  | in different segments for better market penetration |  |  |
|  Leveraging skills in designing, implementing and monitoring strategically | Key Account Management |  |
|  | focused sales plans for creating advantage to both the company & business |  |
|  | partners across the career |  |  |
|  Developed and rolled-out winning plans for new product launches, product line | Market & Competitive Analysis |  |
|  | extensions and product management/marketing initiatives |  |
|  Proficiency in keeping track of market trends and competitor moves as well as |  |  |
|  | achieving market share matrices | Sales Promotions & Launches |  |
|  | Successfully ranked: |  |
|  |  |
|  | o **4th** in quarterly superstar contest in Muscat showroom in 2017 |  |  |
|  | o **2nd** **highest performer in Ramadan Sales** Muscat showroom in 2016 | Budgeting & Forecasting |  |
|  Expertise in developing relationships with key decision-makers in large |  |
|  |  |
|  | corporate and enterprises for business development, for suggesting most |  |  |
|  | viable services & cultivating healthy relations with them for repeat business | Customer Relationship Management |  |
|  |  |  |
|  | **Education** | Revenue Generation |  |
|  **MBA (Marketing)** from Bharathiar University,Coimbatore in2004 |  |
|  |  |

* **Post-Graduation Diploma in Advanced Computing (PGDAC)** from

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Amrita Institute of Science & Technology, Kochi in 2002 |  |  |  |  |
|  |  | Team Management / Trainings |  |
| **B.Com.** from Mahatma Gandhi University, Kochiin 2000 |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |

 **Career Timeline**

**as Sales**

**Officer**  **as**

**Sr. Executive – Sales**

**May’04-Mar’05** **Dec’06-Dec’18**

**Apr’05– Oct’06**

**as Sales Executive**

 **Work Experience**

**Dec’06-Dec’18: Oman**

**Growth Path:**

Dec’06-Dec ’12 as Sales Consultant

Jan'11-Dec’18 as Sr. Executive – Sales

**Role:**

* **Actively developing sales strategies** for entire range of **Saud Bhawan Distrubition products** by identifyingopportunity areas in close coordination with Sales and Product Strategy teams
* Managing the **sales, service & operations for promoting Toyota Family** of premium products like **Passenger Cars,** **4WD Vehicles, sporty SUVs & Commercial Vehicles**
* **Planning and implementing marketing activities** including sales promotions, brand promotions including **displays, sales promotion events, shows, test-drive camps & mega events**
* Driving Key Account Business involving **sales forecast, planning of process, monitoring all products**; motivating sales team to achieve primary /secondary sales targets in institutions & corporate
* Managing:

o **Budgeting & spearheading commercial planning**, capital sourcing (Marketing investment planning), systems establishment and sales process during Ramadan

o Evaluating of partner performance & process capability; spearheading sales & marketing for target achievement

o **Conducting opportunity, market trends analysis on competitor moves** to achieve market-share metrics; managing entire product lifecycle from strategic planning to tactical activities

o **Identifying areas for growth and creating product-line roadmaps** to help drive adoption of the product, conducting research on customer feedback, analysis of key performance indicators, and capturing metrics of the product

* **Designing operational/ marketing and distribution strategy** in line with the company's strategic intent, meetingannual contribution and volume, formulating national operational/ marketing plan
* Using outlet insights to revamp visibility platforms and deploy category management strategies to **increase in market** **share, sales, footfall/ traffic, gross margin, ROI, and customer satisfaction**
* Designing solutions for **key operational & client issues that impact revenue and gross profit**; liaising with clients and partners to **build relationships and increasing business longevity and revenues**

**Highlights:**

* Drove substantial annual net revenue and profitability growth; exceeded team goals through initiatives like: o Building strong client relationships; developing and executing Path to Purchase marketing strategies

o Optimizing all activities based on available analytics to maximize ROI

* Successfully ranked:

o **5th** in quarterly Superstar Contest in Muscat showroom in 2013 o **4th** in quarterly Superstar Contest in Muscat showroom in 2013 o 2nd in **Ramadan Sales** in entire Sherquiya region in 2012

**Apr’05– Oct’06: Kochi as Sales Executive**

**Highlights:**

* Managed Sales, Service & Operations for promoting **Maruti Suzuki family of premium products like Hatchbacks,**

**Sedans, Vans, SUVs, MUVs**

* **Delivered product demonstration & arranged test drives** for prospective customers; **negotiated, closed and**

**delivered vehicle** within TAT

**May’04-Mar’05: Kottayam as Sales Officer Highlights:**

* Successfully developed business & coordinated with developers & builders; **generated MIS** reports
* **Resolved various legal & technical queries** related to processing of Housing Loans; ensured speedy resolution ofqueries & grievances to maintain 100% customer satisfaction
* Served clients from initial loan process till final disbursement

 **Personal Details**

**Date of Birth:** 18th May 1979

**Languages Known:** Arabic, English, Hindi, Tamil & Malayalam

**Visa Status:** Required

**Nationality:** Indian

**Marital Status:** Married

**No. of Dependents:** 3

**Passport** (Valid Till 6/3/2029)

**Driving License :** Oman(Muscat)/India Driving License Holder