**Vineeth**

**Email:** **vineeth-393082@2freemail.com**

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**Address: Sharjah**, UAE

**PROFESSIONAL PROFILE & VALUE – CROSS-FUNCTIONAL EXPERTISE**



**New Business Development & Major Market Expansion**

**Business & Financial Acumen**

**Revenue & Profit Enhancement**

**Leadership**

**Sales & Marketing Expert**

* Highly accomplished, Award-winningsenior managerial professional with more than 18 years’experience in the household appliances and electronics,Lifestyle goods across UAE, KSA and India.
* Drives multimillion performance in highly competitive markets with adaptability and integrity. Focuses on new business development & major market expansion.
* Highly qualified and experienced with a solid, verifiable career track achieving and surpassing ambitious sales volume and business growth objectives. Recognized for contributions to year-on-year record-setting sales figures, achieving continuous, improved business performance and maximizing sales and revenue and company market share.
* Strong communication and negotiation skills paired with strong business related knowledge. Communicates a clear strategic sales vision, effectively leading entire sales departments to maximize sales, productivity, profitability and industry penetration.
* Thorough understanding of marketplace needs and strategies needed to drive business forward. Ability to find sales opportunities, develop marketing plans and exceed sales quotas on a regular basis.
* Well networked and highly successful in managing and maximizing key accounts across Modern and Traditional trade segments,building up business partnerships in the markets and dealing with customers and strategic partners at the most senior of levels.
* Consistently deliver mission-critical results – driven by a visceral ‘hard-wired’ need to innovate, and to disprove the words ‘impossible.’ Gifted with the vision, determination and skills needed for high-level revenue-building strategies and tactics.
* Track record in expertly handling multiple demands consecutively, determining priorities, recognizing risk factors and making sound decisions. Comfortable working under any pressure.

**CORE COMPETENCIES**

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|  | ***Core-Marketing Strategies*** | ***Competitive Analysis*** | ***Channel Management***  |
|  | ***Expansion / New Market Development*** | ***Continuous Improvement*** | ***Client Management*** |
|  | ***Financial Planning*** | ***Sales & Marketing*** | ***Closing Strategies*** |
|  | ***Growth & Expansion Strategies***  | ***Strategic Alliances/ Partnerships*** | ***Brand Development*** |
|  | ***Key Account Management*** | ***Strategic Planning & Thinking*** | ***Relationship Management*** |
|  | ***New Business Development*** | ***Strong Profit Orientation*** | ***Business Strategy*** |
|  | ***Performance & Quality Standard*** | ***Leadership*** | ***Business & Financial Acumen***  |

**MY CAREER PATH**

**GM-UAE**

**RBM-South**

**ASM-Sales**

**GET/ Sales & Service Executive**

**Apr 2004 -Nov 2006**

**Dec 2006 - Nov 2010**

**July 2014 – Till Date**

**Dec 2010 –July 2014**

**Oct 2002 -Apr 2004**

**2001 - 2002**

**1999 – 2001**

RSM-UAE & KSA

**BM-Sales**

**Asst Manager-Sales & Service**

**EDUCATION & TRAINING**

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| **Bachelor of Engineering / Master Of Business Administration /** Professional Diploma in Computer course(PNC)  |
| St.Peters Engr College,Madras University / Annamali Univeristy / NIIT |

**OCCUPATIONAL CONTOUR**

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| **Head Sales – Nov 2017 – Present** |
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**Job Profile:**

* Direct for Marketmapping to evaluate the relevant product requirements and to plan and evaluate the product information reach to the target consumer vide relevant advertisement campapigns with marketing department
* Leading the entire sales department of 150+ and assisting to reach goal and objectives pertaining sales, productivity, profitability and industry penetration.
* Research,identify and establish the ideal channel distribution.
* Forecasting requirements, preparing annual budget, scheduling expenditures, analyzing variances and introducing corrective measures to ensure the sales department meets and/or surpasses financial objectives.
* Identifying cutting-edge ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their successes.
* Researching consumer markets, monitoring trends and identifying potential investment areas consistent with consumer needs and spending habits.
* Closing business deals by coordinating requirements, creating and negotiating contracts and integrating their requirements with business operations.
* Providing the MIS with monthly reports on the financial performance of the division and highlighting any strategic, operational issues affecting the company.

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|  **General Manager - U A E July 2014 – Sept 2017** |
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**Job Profile:**

* Reporting directly to the Chairman/Managing Director with the main responsibility of generating revenue for the company.
* Determining annual and gross-profit plans by forecasting and making annual sales quotas for region; projecting estimated sales volume and profit for current and new products; analyzing trends and results; creating pricing strategies; proposing selling prices; monitoring costs, supply, and demand and competitor activity.
* Recommending and executing business deals by contacting potential partners
* Screening potential business deals by analyzing marketing strategies, dealing requirements, weighing options and solving internal urgencies.
* Identifying and establishing the required channel as an ideal distribution network for the brand.
* Negotiate the institutional business deals by coordinating requirements, creating and negotiating contracts and integrating their requirements with business operations.
* Evaluation of the MIS to understand if the business generation is in line with the budgets and meeting overall objective of the company.
* Increasing and maintaining professional and technical knowledge by attending educational workshops; reviewing professional publications; forming personal networks; benchmarking ultramodern practices; participating in professional societies.
* Company-Brand listed with all major groups across the market Group

**Achievements:**

* **Brand listed across all the major groups**
* **Successfully registered more than 100% growth in 2015 by reaching a sales figure of 52M AED from 16M AED in 2014.**
* **Successfully registering a 30% growth from the sales figure of 2015 to 2016**
* **Successfully spearheaded brand development - CLIKON**
* **Successfully spearheaded entry to Modern and Traditional Trade segments including PANDA, GEANT, ANSAR, GRANDMART, NESTO, MANAMA, UCS, ADCOOP, SCS,CARREFOUR.**
* **Receiving various industry, and organizational recognitions for superior leadership, performance, and contributions.**

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| **REGIONAL SALES MANAGER Dec 2010 – July 2014** |
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**Job Profile:**

* Leading a high-performing team of salaes managers,executives and merchandisers; overseeing UAE and KSA institutional,wholesale and retail sales.
* Managing the regional sales operations
* Strategic planning and implementation in relation to the relavant and new product lines
* Studying latest market trends to identify and understand customers’ needs in order to bring real value for our customers.
* Devising strategic communication and promotional strategies to reach and develop new business lines**.**
* Leading,recommending,negotiating and executing business deals by contacting potential partners
* Recruitment of ideal sales staff based on the relevant requirements
* Ensuring and evaluating the recruited staff based on the training provided.
* Screening potential business deals by analyzing marketing strategies, dealing requirements, weighing options and solving internal urgencies.
* To work in conjunction with the marketing departments to understand the relevance and to deliver the same by communicating the marketing objective to the channel

**Achievements:**

* **Pioneered the development of brand across Carrefour**
* **Successfully launched concepts that led to an increase in business in all segments**
* **successfully increased revenue on a Year on Year basis**

**OTHER CAREER HIGHLIGHTS**

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| **Regional Brand & Sales Manager –SOUTH 1 Dec 2006 - Nov2010** |
| **SAMSUNG India Pvt Ltd** |

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| **Branch Manager-sales Apr 2004-Nov 2006** |
| **IFB Industries Ltd**  |

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| **Area Sales Manager Oct 2002 – Apr2004** |
| IFB Industries Ltd |

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| **GET – Asst Manager-Sales & Service 1999-2002** |
| IFB Industries Ltd |

**GROUPS DEALT WITH IN CAREER-GCC**

* **CARREFOUR**
* **Hyperpanda**
* **GEANT**
* **PANDA& EMAX**
* **UNION COOP**
* **ADCOOP**
* **KMT& RAK CO.OP**
* **SAFEER& SHARJAH CO.OP**
* **CHOITHRAM**
* **AL MANAMA GROUP**
* **SHARAF**
* **NESTO**
* **ALAM& ANSAR GROUP**

**IT SKILLS**

* Well versed with Microsoft Office tools (MS Word, MS Excel, MS Power Point)
* Internet, Email, Computer & Web-Based Applications

**PERSONAL PROFILE**

**Date of Birth :** 23rd Oct 1979

**Nationality :** Indian

**Marital Status :** Married

**Visa Status :** Employment Visa

**Languages : English, Hindi, Malayalam, Tamil,Telugu**

**Driving License :** Valid UAE Driving License