Curriculum Vitae

Mr. Phanisayana Palle

To contact me please talk with my HR Consultants at [www.gulfjobseeker.com](http://www.gulfjobseeker.com)

Phone-UAE: +9714-3970978 India +917926400411

<http://www.gulfjobseeker.com/employer/employerservices.php>

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# Professional **with over 13 years of experience** in the field of **Sales & Distribution in Telecom and FMCG sectors,** seeking challenging career options in UAE.

**Key Career Achievement**

**Telecom Industry**

* Managed **sales revenues upto $8.1 Million per annum,** with 8 to 13% growth year on year
* **As Asst. General Manager**, managed a **team size of 100+** with **6 Sr. Managers** reporting directly and their teams.
* Managed **5 verticals in Telecom** – Pre-Paid (Distribution), Post-Paid, Service Delivery, Network and Retail.
* Managed **86 channel partners** on board and their DSRs
* Managed **8 districts** (Karimnagar, Khammam, Warangal, Adilabad**,** Nalgonda, Nizamabad, Ranga Reddy & Medak.), in India, Andhra Pradesh.

**FMCG Industry**

* Launched product called TIPPER and garnered market share of 20% in 4 months and was the best performer and was soon elevated to Asst. Manager
* Managed a team of distributors and dsrs comprising of 46
* Successfully set up distribution and established different brands by doing consumer promotions
* Managed 10 Product lines with a minimum of 2% growth.

**Key strengths**

* A strong Sales & distribution professional with expertise in territory alignments, product penetration, product launches,
* Expert in customer life cycle management and post sales customer management
* Key & reliable Team player
* Keen on achieving set organisational objectives with high self motivation
* Works strongly on processes and executes, to ensure strong positive results in business as well as channel and team
* Strong in course corrections and bringing in positive changes with high levels of channel & team engagement and satisfaction
* Strong in Key account Management and ensuring good relationship to enhance business as well as customer satisfaction experiences and ability to manage multi functional profiles with ease
* High on strengths of integrity, commitment and hard-work

**Experience details**

* **Industry - Telecom**
1. **Asst. General Manager Oct 2014 to Jun 2016 with M/s Reliance Communications Ltd Hyd**
2. **Manager Sales & Distribution Sep 2009 to Oct 2014 with M/s Idea Cellular Ltd Hyderabad**
3. **Assistant Manager Post-paid Aug 2006 to September 2009 with M/s TATA Tele Services Ltd**
4. **Area Sales Executive November 2004 to July 2006 M/s Reliance Infocomm Limited**

**Job Profile:**

* Market Share – Revenue & Customer, (RMS & CMS)
* Distribution Expansion & Alignment – Right Sizing,
* Retail expansion i.e. Franchisee owned and Franchisee operated (FOFO expansion),
* Co-ordination with Cross Functional teams in getting the market related issues solved,
* Profitability of the cluster, Recruitment & Attrition Management,
* Performance Reviews and Appraisals Management,
* Merchandising & Vendor Management.
* Market Share Analysis & Corrective measures for Growth and attaining Leadership,
* Team Motivation, Direction and Guiding in achieving set objectives,
* Acquisitions - Post Paid – HNI and customer life cycle management
* Products: Mobiles, Wireless, Wire-line and Data Cards.
* Managed 4DSA, 1DST & 1-Dist (Retail) channels in the business.
* Funnel Management of outbound calls and lead closure,
* Retail Stores Management, ROI of Retails Partners,
* Merchandising in Retail stores.

**Recognition**

* 4 times Star of the Zone Award & 2 times nominee for Selling Star Award,
* 1 Idea Cellular Limited Excellence (ICL) Award & 4 times nominee for ICL Excellence Award,
* Malaysia Trip contest winner amongst 56 ASM’s in the Circle on outstanding performance in 5 Key business parameters and stood No.1,
* Contests Winner in the last 3 Quarters – Narayanastra, Vijayee Bhava, Dus Ka Dum

(Dec’13 – Feb’14, Jan – Feb’14, Jan – Feb’14.)

* **Industry: FMCG**
1. **Area Sales Officer from Jul 2004 to Nov 2004 with M/s Vazir Sultan Tobacco Industries Ltd**
2. **Assistant Manager from Apr 2003 to Jul 2004 with M/s Godfrey Phillips India Limited, Hyd**

**Job Profile**

* Man Management ( Distributor & DSR Management),
* Launching of brand in new towns and initiating Retailer engagements for better productivity and Market Share
* Process Establishments (Beat Plans, Route Plans),
* Launch of new towns and appointment of new Distributors for enhancing business,
* Outlets wise Sales and productivity monitoring process and necessary corrections required,
* Scheme explanations to retailers and enhancing their productivity,
* Conducting Retailers meet on a monthly basis,
* Ensuring ROI of distributors as per the norms of the Organisation,
* Monitoring investment norms of the distributors and ensuring adherence as per the norms

# **Educational Qualification**

* **PGDBM** from Vignana Jyothi Institute of Management in 2003, SpecialisationinMarketing & Human Resources - Hyderabad
* **Master in Commerce** in 1998 from Osmania Varsity - Hyderabad

**Personal Information**

Marital Status : Married

Date of Birth : 17th Dec 1973

Visa Validity : 20th December 2016 – Visit Visa

Languages Known : English, Hindi and Telugu