

**KUMAR**

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***Seeking challenging assignments in Sales & Marketing / Business Development with an***

***organization of repute.***

**Professional Abridgement**



A dynamic professional with 9 years of rich experience in Sales & Marketing, Business Development, Relationship Management and Team Management. **Presently working with TATA Motors as Snr**

**Manager in After Sales Marketing for B2B & B2C segment.**

Exceptionally well organized with a track record that demonstrates self-motivation, creativity & initiative to achieve personal & corporate goals.

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| **KEY COMPETENCIES AND SKILLS** | | |  |  |
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| ATL/BTL Marketing | Business Development | | Product Advertising | Service Planning |
| Business Planning | Service Promotions | | Market Research | Channel Management |
| Media Planning | Network Development | | Royalty Business | Annual Marketing Plan |

**(TATA Motors – Mumbai – Corporate Office)**



**Snr. Manager – After Sales Marketing**

***Key Accountabilities***

* Plan, organize & implement innovative service/sales promotion activities at market stands to ensure maximum brand visibility & improving the product awareness through branding, communication and exhibitions and to improve existing business, service retention and improve JD power CSI scores.
* Brand Campaigns, communication, and liaison with creative and media agencies to execute ATL & BTL campaigns. Digital /Print/Direct communication/Event/Visual Merchandising/ Mobile App & Company website.
* Preparing yearly business Plan, in line with Customer Support's business strategy and communicating the same to all internal stakeholders.
* Work with executive team to create new strategic sales & service plans, process improvements, new projects and innovative tactics to improve the existing business.
* Responsible for new business development involving prospect development, identifying opportunities, solution offerings and business cases to the client along with involvement in preparation of proposals
* Directly responsible for increasing Service Load, Oil & Lubes sales growth, revenue growth, Service Retention, lost customer recovery through our channel partners in the Service Network.
* Design and deploy Sales and Marketing strategies, programs and contents to improve service opportunities, Loyalty program and Business development.
* Customer Acquisition Strategic Initiatives, Customer Engagement Marketing, Revenue generation & Lead Generation
* Mapping customer life-cycle and identifying key moments of truth (service, retention repurchase, programs)
* Market Research Activities, evaluating the sales and Market share in order to help modify current processes/SOPs/Practices and keep the company abreast on these aspects.
* Drive effective customer reactivation & recovery campaigns across network and all customer segments, in collaboration with planning, marketing and operations team.
* Customer Retention strategies and Loyalty plans for future, through team work and 360-degree Customer View approach.
* Conducting competitor analysis and market research by keeping abreast of market trends & achieving market share metrics.
* Translation of analyses into quantifiable high growth strategies, lead and deploy strategic initiatives with impact including product or service development, critical contribution in go to market strategy and brand and product communication strategy.
* Ensure the effective achievement of the Business objectives through the leadership: Setting objectives, managing performance, through developing and motivating staff
* Working extensively with the company CRM analytics module for Business Development

***Area Expertise-***

Marketing / Business Development

* Analyzing & reviewing the Market Response / requirements and communicating the same to the sales teams for accomplishment of the Current business and ROI.
* Utilizing client feedback to develop Marketing intelligence for generating leads; conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.

Key Account Management

* Networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
* Identifying prospective clients from various sectors, creating new business opportunities, generating business from existing account, thereby achieve business targets.

Team Management / MIS

* Imparting continuous on job training to the workforce for enhancing their productivity & operational efficiencies through knowledge enhancement / skill building.
* Managing a team of associates and monitoring their performance to ensure efficiency in process operations & ensure meeting of individual / group targets.

**(TATA Motors – Mumbai – Corporate Office)**



**Manager – After Sales Marketing -4 .1 Years**

***Key Accountabilities***

* Member of cross-functional teams to collaborate with product, marketing, sales teams in evaluating & benchmarking performance of new products/ services with respect to competition.
* Coordinate with vendors on Network strengthening - Enrolment of new Authorized Service Provider & Infrastructure in Order to ensure prompt service support and customer satisfaction
* Ensuring that the dealers maintain their profitability by covering various aspects of business like service vehicle reporting, spare parts operations.
* Develop Training sessions to Dealer & Vendor Sales & Service Team as per Annual Training Calendar to improve sales& service techniques, tactics and best practices.
* Leading, training & monitoring the performance of team members to ensure efficiency in process operations & meeting individual & group targets.
* Execution of Regional, National Campaigns, Marketing activities, communicating various schemes on various offers to field team and implementation

**(TATA Motors – Pune)**



**Assistant Manager – Spare Parts (Regional Co ordinator North & East Region) – 2.2 Years *Key Accountabilities***

* Sustained efforts towards enabling the achievement of the spares business target (North & East Region)
* Loyalty scheme for mechanics & brand building exercises like Top Showrooms/Shoppe’s for Brand promotion and Image amongst Spare parts customers.
* Improve focus on gathering consumer insights through regular retailer/mechanics meets and Parts Managers Meets.
* Market survey of individual dealer on periodic basis thereby targeting potential market and planning marketing activities to maintain the brand image of the Company
* Involving planning, monitoring and interacting with field teams to overcome gaps.
* Minimize Vor orders by Cps & ensure excellent fill rates to customers.
* Vor service cycle time (Regular parts) 96% in 48 hours & 100 % implementation of Wall to Wall Inventory completion
* Ensure efficient outbound supply chain through Regional Warehouses.
* Ensure loyalty of consumers for PCBU products and services.
* Auto Order Usage & Inventory Turns.
* Tracking of dealer financial health (Dealer Health index) & Sales Satisfaction Index (SSI) (Focus on Orderability / Delivery Promptness/ Quality of Supplies)
* Improve sales in Rural Markets by enhanced penetration.
* Build a Customer Centric culture through regular customer meets, Dealer visits.
* Focus and Grow in Non Vehicular Business (Accessories, Extended warranty, Co-branding)
* Training to Dealer Parts team on Sales, System, and Inventory & Warehouse Management as per Annual Training Calendar.
* Parts management at dealerships through Audit Schedules & Cycles - Min 2 audits every month.
* End user of SAP (Sales and Marketing Domains).

**Earlier Organization (TAFE – Chennai)**



**Territory Executive – Market Development – 1.6 Years**

***Key Accountabilities***

* Organizing various Sales & Promotion related campaigns
* Overseeing a team of 23 Dealers (KPD’s) all over India & ensuring accomplishment of the preset target for spare parts and Lubes sales.
* Handling & analyzing Dealer Business Health Index (DBHI).
* Responsible for sales forecasting so as to match supply as per demand, having control on Inventory
* Reviewing sales figures, costs and stock monthly to ensure budget benchmarks are met.
* Plan, organize & implement innovative sales promotion activities to ensure maximum brand visibility & improving the product awareness through branding, communication and exhibitions, etc.
* Evolve market segmentation & penetration strategies to achieve targets by using various marketing activities.
* Market Research Activities, evaluating the sales and Market share.
* Competitor analysis Business Intelligence & Business Planning.
* Evolve market segmentation & penetration strategies to achieve targets.
* Formulate and implement strategies base on information gathered related to competitor activities and market trend.

**Academia**



* PGDM (Marketing) from SCMS-Cochin in 2009. (Secured 72.25%)
* B.Tech. from Bharath University in 2007. (Secured 86.8%)

**Academic Projects /Trainings**



* **Successfully accomplished the following academic projects:**

o **A study on Gifting Technique in an Organization across Corporate** at Titan

Industries, Chennai. **Duration:** 2 Months

o **A study on the preparation of artificial transparent leather sheets at C.L.R.I**, Chennai **Duration:** 2 Months

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| Completed**Implant Training**at SAIL, Bokaro. | | **Duration:** 2 months |
|  | **Personal Details** |  |
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| **Date of Birth** | **:** 22ndJanuary 1984 |  |
| **Languages known** | **:** English, Hindi, Bengali |  |