**KENNEDY **

**E-Mail:** [kennedy.382985@2freemail.com](mailto:kennedy.382985@2freemail.com)

**Sales and Marketing Strategist • Diamond Tool Manufacturers • General Management**

***Offering 25 years of rich acumen and record of achievements in sales and marketing domain.***

**SNAPSHOT**

***Core Strengths*:**

Vision, Strategy, Execution and Leadership

Market Research and Analysis

Performance Improvement

Growth Management and Business Development

Start Up, Turnaround and Change

Relationship Management

Channel Management

Distributor / Channel Management

Resource Optimization

Client Relationship Management

* High integrity, energetic leader known for ability to envision and create successful outcomes in complex situations. Visionary, strategist and tactician with consistent record of delivering extraordinary results in institutional building and growth, profitability, revenue, image building and operational performance.
* Last worked in the capacity of Representative Sales for Asia Pacific with Carbodiam Diamond Tools-Belgium/Europe/India
* 25 years of experience in driving sales, business development and marketing functions, retail operations, generating revenue by providing support to various teams, handling business development operations, promoting products for profit generation, new marketing initiatives to maximize business profitability.
* Driving new business though global key accounts & establishing strategic partnerships to increase revenue
* Well versed with sales coordination and international marketing, import and export procedures, bank transactions overseas both local and international irrevocable letter of credit.
* An ambassador of change, highly successfully in driving high-value revenue and profit plans, large scale cost savings, building prolific strategic alliances, and improved organizational performance

**CAREER CONTOUR**

DOLPHIN CONSULTANCY & SERVICES DOHA, QATAR – BUSINESS DEVELOPMENT MANAGER – MARCH 2014-JUNE 2014.

**CARBODIAM DIAMOND TOOLS, BELGIUM, EUROPE, CHENNAI (INDIA) 1999-JUNE 2013**

**Representative Sales-Asia Pacific**

* Was accountable for marketing of cutting and sawing blades, segments, wire sawing rope and beads for national market; and machines like handsaws, wall saws, wire saws, core drilling and accessories for construction industry
* Spearheaded efforts across handling entire spectrum of functions pertaining to marketing operations, channel sales, formulating business development strategies.
* Conducted detailed market study to analyze the latest market trends & tracked competitor activities & provided valuable inputs for the marketing strategies with accountability of profitability, forecasting sales targets.
* Formulated & implemented strategies / policies and reached out to the unexplored market segments/customer groups for business expansion; gathered market intelligence, tracked competitors’ activities and provided valuable inputs.
* Developed a competitive business development and sales strategy, uncovered/ created new opportunities, identified dynamic and flexible with a view to optimize turnover from primary as well as secondary sales while evaluated marketing budget & manpower planning, ensuring adherence to planned expenses.
* Managed the sales presentation (outside India) with respect to market potential, sales turnover, budget and forecasting etc.
* Planned and conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing the competitor’s strategies
* Created and sustained a dynamic environment that fosters development opportunities and motivates performance among team members; identified training gaps and inculcated professional competencies amongst the staff enabling their professional development.
* Managed the task of Repolishing and restoration of marble and granite stones using europeantools and Japanese with execution in hotels, offices, commercial estbs and hospitals in India.

**Attainment:**

* Credentials of travelling to Europe and Asian countries on business for meetings, fairs and exhibitions.
* Received Technical training from Germany, Italy and head office cum factory in Belgium.
* Expertise in outsourcing of products from Europe for industrial products.

**RAJASTHAN UDYOG LTD, JODHPUR/CHENNAI 1994-1998**

**Branch In charge-Sales**

* Products Handled: cutting and polishing tools of Indian and Japanese origin
* Successfully managed complete sales operations and identified market share, gauze market dynamics and trends.
* Handled the entire gamut of activities related to the company’s Vision, Values and Strategy; ensured revenue generation and enhance market share.
* Accomplished responsibility of direct sales of granite machineries for sawing, edge cutting, polishing and hand tools.
* Significantly focused on the overall branch head operations and provided technical support to the technical team
* Developed a network of distributors/ channel partners to ensure adequate market reach; capitalized on emerging market opportunities to enhance sales

**Attainments:**

* Received All India Best Sales Performance Award

**CARBORUNDUM UNIVERSAL LTD, DELHI 1988-1993**

*(Murugappa Group of Companies)*

**Assistant Sales**

* Formulated policies, explored and monitored market trends to identify fresh business opportunities and develop new as well as existent markets and alternate sales channels for higher levels of revenues
* Primarily focused on the sales coordination in Northern India through a network of dealers as well as direct sales for Original expert manufacturer customers across automobile, mechanical, steel and bearing industries.
* Steered the establishment of a cardex system for stock maintenance
* Handling the team and motivating team members to assure the completion of work in sync with the organization’s goals to achieve business & individual goals
* Shouldered the responsibility of imparting service training through technical teams
* Played a key role in the installation of tools on the machines
* Regularly updated the MIS as well as prepared invoice with respect to sales and customer visit

**ACADEMIA**

**Bachelor of Commerce** • Madras University (Loyola College Chennai) • 1985

**Post Graduate Diploma in Business Management-Marketing (Distance Education) from Management Studies Promotion Institute, New Delhi** • 1985

**Diploma In computers (COBOL and System analysis)** • Datamatics, Chennai • 1981

**Diploma In Computers** • Computer Point, New Delhi • 1990

**PERSONAL DOSSIER**

**Date of Birth:** 11th Nov 1964 | **Languages Known:** English, Tamil and Hindi |

**References:** Available on request