

# L AYYASWAMY

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📍 Chennai, India

## STRATEGIC BUSINESS LEADER

*Senior management personnel with over 16 years of experience in sales and business development as well as setting up an effective channel network in diverse roles across the organizational hierarchy. Exploring challenging senior managerial assignments with a reputed organization*

### CORE COMPETENCIES

Strategy Planning	●●●●●●●●●●
Business Development	●●●●●●●●●●
Channel Management	●●●●●●●●●●
Partnership Development	●●●●●●●●●●
Market & Trend Analysis	●●●●●●●●●●
Brand Development	●●●●●●●●●●
Marketing Coordination	●●●●●●●●●●
Customer Interaction	●●●●●●●●●●
Brand Development	●●●●●●●●●●
Revenue Optimization	●●●●●●●●●●
Product Management	●●●●●●●●●●
Team Leadership	●●●●●●●●●●

### FUNCTIONAL & MANAGERIAL EXPERTISE

- Proven ability in devising marketing / pricing strategy and commercial launch of new products & services and rendering product management support for existing products & services.
- Core expertise in development & implementation of strategic initiatives aimed at enhancement of market shares & revenues.
- Practiced at leading cross-functional teams in catering to Customer After Sales Service Experience and Working Capital management of partners.
- Skilled in developing business planning, developing sales and marketing programs and execution of incentives programs and strategy.
- Excellent communication skills with troubleshooting, problem defining & solving capabilities and skills in solving technical as well as commercial issues.

### EXPERIENCE

#### Apr 2018 – Present: Partner Account Mgr - EAS Solutions (South India), Johnson Controls India Pvt Ltd

##### Key Responsibilities:

- Manage annual primary and secondary sales of INR 6.5 Crores and initiate effective marketing operations for accomplishing sales growth.
- Spearhead team efforts in identifying new streams for revenue growth. Enhance market penetration by setting up an effective distribution and retailer network across South India.
- Utilize sales forecasts for enhancing sale & profitability of products based on changing market dynamics and other related factors.
- Enhance product penetration and generate additional business for the organization by organizing theme based events and awards for the retailers.
- Design and rollout visual merchandising tools such as flex boards & signage's and product prototype stands for ensuring high-end product image at the retail outlets.
- Focus on enhancing client satisfaction and generate additional business for the organization by rendering qualitative post-sale service operations. Manage operations at the service points based on organization standards.

##### Achievements:

- Successfully appointed 12 Partners in South India in Tier 1 & Tier 2 Cities and converted new Logo Orders like Miniso, Uniso, Lattliv, Rajmahal, Sundari Silks
- Completed installation of EAS in 75+ stores across South India

## **Aug 2014 – Apr 2018: Sr. Manager – Channel Sales, Dorset Kaba Security Systems India Pvt Ltd**

### Key Responsibilities:

- Focused on identification/ development of new areas of business growth, and develop internal processes to streamline product management activities.
- Developed/ implemented partner strategy to align partner business plans/ operational activities and processes with organizational business strategy.
- Generated brand awareness by organizing promotional campaigns across the target market segment. Follow up with internal & external teams for maintaining product availability across various points of sale.
- Designed/ drafted specifications for collation and analysis of customer requirements to customize core products, improve market penetration and meet customer satisfaction targets as well as profit targets.
- Assessed primary market information on sales analytics to identify and develop additional business opportunities. Prepared and implemented budget for development, rollout, execution, and evaluation of regional initiatives.
- Involved in appointing and aligning distributors to retailers in respective territories for Increasing sales of Dorset Locks. Interacted with builders and property developers for their need of locks, hinges, towerbolts, door closers, pull handles and other accessories
- Optimized resource utilization and costs for accomplishing organizational year-over-year growth in terms of service quality and business development.
- Developed and maintained productive business relationship with Retail Market & Institutional Clients (Builders, Architects and Interiors) for effectively closing identified business deals.
- Guided a team of 4 Executives including 4 from Retail vertical, 2 from Institutional vertical and 1 from service along with a team of 5 off roll employees in enhancing customer loyalty on products and product image in the market
- Developed secondary sales schemes to drive and improve primary business from distributors to company month on month basis

### Achievements:

- Played a key role in aligning direct dealers with appointed distributors and ensured credit control, margin control, & ensured brand loyalty.
- Resolved C Form issues of Direct Dealers and ensured legal compliance for smoother merger of Business Partners.
- Maintained average sales of Dorset Locks Business despite the change in Network Structure and accomplished growth of over 10% from preceding years for 3 years.

## **May 2005 – Aug 2014: Business Development Manager with Godrej & Boyce Mfg Co Ltd**

### Key Responsibilities:

- Defined and implemented strategies aimed at retention/ enhancement of existing market share in the assigned territory for a complex business with short shelf life products.
- Restructured business strategies based on collated market intelligence on competition and other market trends. Managed commercial operation including key accounts, direct retail, wholesale, and away from home channels.
- Built/ maintained productive business relationship with key decision makers across existing client and prospect organizations aimed at identification and development of new business opportunities.
- Set up Below the Line Marketing Activities to improve the product awareness in markets. Enhanced brand awareness by initiating various brand building efforts.
- Guided a team of over 2,000 retailers in implementing business plan for BTL activities and development in the region (Tamil Nadu, Karnataka, Kerala, Andhra, Telangana) based on senior management directives.
- Identified and appointed channel partners and resellers for 2 separate lines of business of Godrej Locks business across the state of Tamil Nadu.
- Focused on maintaining working capital, Return on Investment of appointed partners as well as a Primary Vs Secondary sales ratio of 95%.
- Interacted with influencers for the product lines to develop strategies to generate demand and increase tertiary sales of resellers.
- Led a team of 5 On Roll Executives, with 3 members from Retail Sales Team, 1 from Demand Generation, 1 from Service vertical pertaining to day to day operations.

### Achievements:

- Successfully managed business worth more than INR 100 Crores and appointed over 25 partners in a span of 9 years.
- Secured more than 1500 plus front line retailers confidence built for brand loyalty and equity

## **PREVIOUS WORK EXPERIENCE**

- Sr. Franchisee Development Officer, Zee Interactive Learning Systems, Chennai, Apr 2004 – Apr 2005
- Sr. Sales Officer, Kitchen Appliances India Ltd., Chennai, Jun 2003 – Mar 2004

## ***EDUCATIONAL QUALIFICATIONS***

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- MBA in Marketing , Thiagarajar School of Management, Madurai (Madurai Kamaraj University), 2003
- B.Com., M.D.T. Hindu College (Manonmaniam Sundaranar University), 2001
- Diploma in Computer Applications from Computer Software College in 2001

## ***PERSONAL VITAE***

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**Date of Birth:** 10 December 1980 ~ **Passport No:** L7163573 valid till: Feb 2024

**Language Proficiency:** English, Hindi and Tamil

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