P MURALIDHARAN

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**Profile**

Expert business strategist with a sound understanding of organizational development and sales. Skilled communicator with 8 years of experience providing companies with successful solutions to building organizational success.

Persuasive negotiator who uses integrity and professionalism in presenting joint ventures, assessing acquisition opportunities, and identifying new markets. Innovative thinker who detects more efficient ways of growing company assets by recommending new products, revolutionizing current product offerings, and testing new market approaches.

Experienced with cost effective packaging in: Automobile industry, medical device, pharmaceutical, consumer products and pet product industries.

**Areas of Expertise**

Extended Polyethylene (EPE) Foam fitments, Extended Polypropylene (EPP) Fitments, Air Bubble Pouches, LDPE Pouches, Blister Cards, Poly propylene box/Partition/bins, corrugated boxes, Stretch Film, Bopp Tape, Wooden/Plastic Pallet.

**Professional Experience**

**Present Company - Helios Packaging – from June 2017 to till date as Business Development Executive**

**Key Responsibilities at Helios Packaging:**

* Managing Portfolio of different Packaging products, developing appropriate growth strategies and plans
* Managing and retaining relationships with existing clients.
* Managing marketing and distribution of Packaging Products.
* Identifying and mapping business strengths and customer needs.
* Developing a strong network and relationships with suppliers and customers(end-users) along with marketing, sales, and production teams across the organisation.
* Negotiating Prices with Vendors/Suppliers.
* Managing inventory levels to maximize sales.
* Work with directors to determine values and mission, and plan for short and long-term goals.
* Developing and execute category plans to meet revenue goals.
* Make changes to the Product line to increase the profit margin.
* Make important policy, planning, and strategy decisions.
* Developing selling strategies based on the company’s competitive and success elements.

**Achievements:**

* Created the New Business Venture by Setting up new office or manufacturing Plant in Chennai with Management support.

**Functions:**

* Managing multiple leads from initiation throughout completion.
* Mapping the new Opportunities to the organization by developing or adding new business
* Initiating the meeting with the clients for finalizing the costing for the developed products.
* Taking care of Purchase and Procurement of Raw Materials, Inward quality, Production Planning Control, and Dispatching the Finished Goods with quality.
* Interacting with the Production team for increasing the productivity and delivering the best quality of the materials within time frame.

**NOTABLES -**

* Excellent knowledge in Preparation tenders & Procedures/Bidding and Submission of tenders.
* Uploading/Submitting the documents (General/Technical/Commercial) in the ONLINE Platform
* Getting/Procuring Digital Certificates for ONLINE Tenders Participation.
* Attending the tender opening and Prebid meeting when required.

**Previous Company – CHENNAI POLY PACK PVT LTD from April 2013 to June 2017 as Marketing Executive**

**Roles / Jobs Functions -**

* Experienced in package designing with involvement in varied projects and designing for all kinds of products.
* In-depth knowledge of material specifications and requirements for packing
* Proficient in package design applications and software used in mainstream package industries.
* Well versed with package testing and grading
* Ability to communicate and coordinate effectively.
* Well-developed organizational and leadership skills
* Provide packaging technical expertise while managing all package development activities for multiple concurrent product launches including prototype development, material selection, transit testing, stability testing, sterility testing, and component qualification.

**Education**

* Bachelor of Engineering - Production Engineering - Period: 2008-2012 (With **CGPA – 7.64)**
* Higher Secondary Course - Period: 2007-2008 With **80.5%**
* S.S.L.C. Period: 2005-2006 **With 85.8%**

**Personal Information**

Date of Birth : 27th MARCH 1991.

Gender : Male

Nationality : Indian.

Languages Known : English, Tamil, Telugu, Hindi & Kannada (Beginner)

Marital status : Married.

**Declaration**

I, Muralidharan.P, hereby declare that the above-furnished details are true to the best of my knowledge and belief.

Location: Bangalore yours truly,

Date: 01.03.2021

(MURALIDHARAN P)