

PREETHESH.K.PREMNAATH

Kuruppath House, Oppo . Devi lab Railway station road Mulagunnath kavu P.O
Thrissur-680581

Contact: +91-7356144819 / 9321154988; **Email:** preethesh.premnath@gmail.com

SENIOR SALES & MARKETING PROFESSIONAL

Seeking exigent positions across Sales & Marketing within an organization of repute

PROFILE

A dynamic & proactive professional with commendable experience of 12+ Years and in-depth exposure to the entire spectrum in Marketing & Sales, Dealer Management, Brand Communication, Strategy Planning

Possess knowledge in business acumen in analyzing and understanding business requirements, dealership management, customer-value maximization and developing new business processes and revenue streams.

Competent and diligent professional with capability to handle a wide range of assignments ranging from Business Development, Strategic Planning, Market Research and complete range of Marketing activities

Capable of establishing distribution infrastructure and developing strong network of channel partners – dealers, distributors etc to widen product distribution and deeper market penetration.

Expertise in creating strategies to access unexplored markets while tracking market dynamics and drew inputs to realign tactics/strategies to counter competition.

CORE COMPETENCIES

Market Penetration ❖ Sales & Marketing ❖ Business Development ❖ Operations Management Strategic Management ❖ Relationship Management ❖ Coordination ❖ Team Management
--

PROFESSIONAL SNAPSHOTS

MOHSIN HAIDER DARWISH LLC,-SULTANATE OF OMAN

since Jan-2012-Till date

Senior Sales Executive

Accountable for Marketing of Home Appliance, Electrical & hardware products

Strategize and implement long term business goals to ensure maximum profitability in line with organizational objectives

Handle the entire sales branch & store activities related to the company's Vision, Values and Strategy; ensure revenue generation and enhance market share. Plan & execute workable strategies which result in enhancing revenue & sales

Nurture business relationship with principal companies through liaison and negotiation and regular correspondence and develop business through developing business plan, budgeting and review of policies to enhance products and services and rolling it out accordingly;

Assumes the responsibility of monitoring , reviewing and preparing reliable report on the entire marketing activity & submit to the head of the company

Conduct market research to determine market requirements in existing products and new products.

Coordinates with dealers and customers and also with the senior management for providing regularity of stock and merchandising; look after the availability of e stock availability ,visibility and it's productivity into the markets

Deftly providing assistance to dealers for widening their network & also for effectively managing their business operations there by maximize the productivity of resources.

Provide effective and inspirational leadership to the team of sales executives through regular training, motivation and performance appraisals in order to achieve set targets in sales volumes.

Involved in monitoring the merchandising activities of different regions.

Arrange customer meet, customer education and loyalty program.

ASIAN ELECTRONICS LTD, Bangalore

since Sep'10- Dec-2011

Senior Sales Executive

Accountable for Marketing of Lighting products of Asian electronics ltd, India.

Strategize and implement long term business goals to ensure maximum profitability in line with organizational objectives

Conduct market research to determine market requirements in existing products and new products.

Coordinates with dealers and customers and also with the senior management for providing regularity of stock and merchandising; look after the availability of e stock availability ,visibility and it's productivity into the markets

CISONS ELECTRONICS (LED LIGHTING CO), Chennai

Jun'08 - Sep'10

Assistant Area Manager

Looked after the entire gamut of responsibilities pertaining to Marketing of the lighting products across Karnataka, Kerala and GOA region.

Arrange strategic review meeting with different department in order to solicit ideas and opinions to help form specific decisions or plans;

Ensured Proper Visibility of Led Brand in the respective territories

Evaluated the activities of campaign team.

Was accountable for driving revenues, setting up and improving operational efficiency, positioning brand image in the market and team motivation efforts

Evaluated performance and monitored sales and marketing activities.

H.D.F.C. STANDARD LIFE INSURANCE COMPANY

Jan'04 - May'07

Financial Consultant

Strategically planned & implemented the systems, policies & procedures to initiate and control finance, projected towards organizational goals to maximize profitability and generate revenue.

Managed financial activities of clients while strategically defining financial objectives & designed & implemented systems, policies & procedures to facilitate internal financial controls

Analyzed & interpreted accounting information & conducted variance analysis to determine difference between projected v/s actual results & implementing corrective.

ACADEMIA

B.A. (History) - 2004

Calicut University, Kerala.

Pre Degree - 2000

Calicut University, Kerala.

S.S.L.C - 1998

State Syllabus

Additional Qualification

Gained certificate in DCA Course from IRS Computers, Thrissur

Date of Birth 11th March 1982

Oman Driving license 89015778

Passport M6618907 Expiring on 16.04.2025

Language known English, Malayalam, Hindi & Arabic

References Would be made readily available on request.