**S. SRIDHARAN**

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**Background**

24 years of experience in Exhibition and Event with expertise in planning, budgeting, on-ground execution and vendor management.

**Professional Experience:**

March 2018 till date

Organization: **THG Publishing Private Limited, Chennai (The Hindu)**

Job Title: **Deputy Manager – Event Operations**

Responsible for P & L, Planning, Execution of Exhibitions & Events (End to End)

November 2017 - February 2018

**Freelancer:** Executing Expos and Events for **Showspace & The Hindu**

March 2002 - October 2017

Organization: **Showspace Event Solutions LLP, Chennai**

Job Title: **Deputy General Manager – Exhibition Services**

Responsible for execution of Exhibitions & Events

April 1999- February 2002

Organization: **TVS Group - Tribology India Limited, Chennai**

Job Title: Sales Executive

Responsible for Business Development and also service the existing clients

March 1996 - March 1999

Organization: **Deko Communications, Chennai**

Job Title: Management Trainee

**Show Space was earlier a part of Deko Communication**

Responsibility - Handling accounts, operations and servicing the clients

**Exhibition and Event Verticals**

**Handled International Events at Abroad (International Exposer)**

* TVS Motor Company- Dealers meet and bike launch In **Singapore, Macau, Bangkok**
* Mahindra Group– Club Mahindra Sales conference in **Colombo, Sri Lanka**
* Butterfly - Gandhimathi Appliances group – Dealers meet in **Langkawi, Malaysia**

**Handled International Exhibitions and Events in India**

* IEF International Education Expo 2019 & 2020
* World of Women Awards from The Hindu
* Out State our Taste Cookery Computation
* Auto Expo and Property Expo

**Sporting Events**

Headed the production team and created an offsite shell that was managed by myself with the team for the following clients/ events:

* Chennai Super Kings – In IPL, TNPL – Opening Ceremony in Chennai
* Amaron Karting Challenge (Four consecutive years in five different states in India)
* South Tamilnadu Marathon, Vodafone Coimbatore Marathon, Wipro Chennai Marathon

**Entertainment Events**

* Conducted employee day event by engaging over 8000 + employees under one roof for a day in Nehru Indoor stadium for Nokia for 5 consecutive years
* Have managed employee day event for employees and their family - 3000 + people for Samsung and Saint-Gobain at Chennai Trade Centre
* Have done Dealer engagement for TVS Motor Company, Ashok Leyland and Aircel
* Entertainment evening for Hindustan Unilever and Radio One customers with celebrities
* Have engaged corporate employees during their Founder’s Day/ Festivals in their factory/ office premises for TVS Motor Company, Nokia , Samsung, Saint Goblin , Aircel, Club Mahindra, Scope international, PayPal and Brakes India

**Brand Launches**

* U – Truck for Ashok Leyland in different part of the country (with 3-D technology)
* Medimix, Amararaja and Murugappa group new brand identity launch
* Suryan FM launch in Tamilnadu
* Toyota Kirloskar Motors – Toyota Innova Launch in India
* TVS Victor, Star City, Jupiter Bike Launches (pan India)
* UNINOR Launch Event in Chennai and Cochin

**Experiential Marketing**

Handled a fleet of event that helps several brands to get in touch with their customers. Several touch points were created that were headed by me in taking the brand closer to the relevant target audience

* Medimix road shows (Van Promotions), Mall activity and Dealer’s Meet in South India
* Cuticura and Fairever road shows (Van Promotions), Mall activity and free sampling in Tamilnadu
* Entertainment evening for Radio One and Brand Promotion in Colleges
* Aircel dealers / employees meet and on road activity across Tamilnadu and Dealership Inauguration and Brand Promotion in the Dealer ship (CI)
* Product launches/ Brand promotions for Amararaja Batteries, Vodafone, Galla Foods and Nippon Paints
* November Fest, Opportunities Fair, Lifestyle Exhibition for the Hindu

**Industrial Launches & Protocol Events**

Conducted several events involving **VVIPs, Ministers, and Key Delegates.**

* Inauguration of Amaraja Batteries by AP CM in Chitoor in 2015
* TPI – Tirutani plant Inauguration by AP CM in 2014
* Saint Gobain Plant Inauguration by Rajasthan CM in Bawadi 2014
* Kosei Minda Aluminium Company Ltd., factory inauguration in 2012
* Inauguration of Krishna Patinam port Trust **by PM in presence of CM in Nellore, A.P. in 2008**
* Foundation stone laying by presence of **CM for PM in NATRIP, Oragadam in 2006**
* Inauguration of TAFE PSD Plant III by CM in Maraimalinagar in 2007
* Inauguration of CAPARO plant by CM in Sriperumbudur in 2007

**Corporate Identity**

* Have successfully executed the CI programme for TVS Motor Company for more than 350 Dealership in pan India and also executed CI for Air cell Dealership in Tamilnadu

**Agency Initiatives**

Created a serious of engagement event properties that has become a regular part of South India’s entertainment schedule….

* The **E**xtra **T**errestrials owned by Show Space (International artist performance in India)

**Hi-tech Events**

Deploying cutting edge technology in the events with objective of offering the audience a never before experience.

* Effectively used technology like Watch out, Holography projection, and 360 degree projection for TVS Motor Company Ltd., and Ashok Leyland…

**Achievements and Skills**

* Leadership:

1. Been in the second line of hierarchy in Showspace, next only to the directors- responsible for the day to day functioning of the production executives, managers and senior managers. Supervised the different operations including cross functional interaction.
2. Been in the responsible position in The Hindu handling Events & Expos and responsible for P & L.

* Production and Execution: End to end planning, production and on ground execution of events, exhibitions and sales driven marketing campaigns
* Negotiation & Profitability: Ensuring smooth supply chain management for the company and creating win-win solutions for the vendors and the company
* Client Servicing: Understanding the needs of different verticals (engineering, automobiles, FMCG, entertainment, sports) and provide solutions relevant to client’s brief and budget
* Building Relationships: Good at people management, thus built a long term relationship with various clients and vendors
* Deadline Management: Ability to turn around with costing and solutions in minimum required time
* Staff Training: Trained different employees over the years who are now successful event professionals
* 3600 Event Experience: Handled all formats of events-Inaugurations, launches, brand activation, entertainment shows, sporting events, etc.,

**Strengths**

* **Loyalty:** Being in the same organization for over 18 years offers tremendous advantages (ie.) **Showspace** and working with the same client serviced of over years, **The Hindu** kind of brand (140 years old organization) for 2 years is of a great exposer and experience.
* **Communication:** Understanding the clients requirement and executing the Event and Expos for clients, understanding the pulls of the clients only possible with long standing relationship
* Excellent Client / Vendor management and negotiation skills

**Personal Details**

Full Name : Srinivasan Sridharan

Contact Address : Old No.64, New No.133, Down Town Apartments,

Door No.3, Kamakodi Street, Lake View Road,

West Mambalam, Chennai - 600 033.

Age & D.O.B : 44 Years, 18.05.1975

Marital Status : Married

Languages known : English, Tamil & Hindi

**Education Profile**

Bachelor of Commerce from D G Vaishnav College, University of Madras

(Master of Commerce) from University of Madras (Correspondence course)

(MBA) (Marketing) in Madurai Kamaraj University (Distance Learning Programme)

**Other Interests**

* Been an active member of Junior Red Cross for 2 years in school
* Been an active member of National Cadet Corp (Junior Division) for 2 years
* Actively involved in Yoga & Kayakalpa

**Reason for Applying**

* Explore newer possibilities in a newer industry
* To Take a newer challenges

**Joining Time**

* One month from the receipt of offer letter.

**References**

Available upon request!

**Declaration**

I hereby declare that all the details furnished above are true to the best of my knowledge.

**(S. Sridharan)**