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| **Profile Summary**   * **Business Professional offering 25 years** of extensive experience in managing end-to-end activities of **Sales & Marketing**,  **Channel Management, Budgeting, Forecasting,** and**Business Expansion** * Presently associated with **Tanisha Scaffolding India Pvt. Ltd., Bangalore as Director (Marketing)** * Managed **products** such as Scaffolding , Centering Materials and Formwork Materials * Skilled in **executing sales strategies**, **generatingsales & revenue**, **annual sales plans**, **forecasts** for each product & territory based on historical data, market trends, competitive activity, promotional strategy, sales effort, sales promotion plans & so on * **Recognized for leading & motivating individuals to maximize levels of productivity; customer centric professional, managing large workforce** for exceeding customer expectations * **Proven success in identifying prospective clients**, creating **new business opportunities**, and generating **business from existing account**, thereby achieving business * Effectively **managing assigned territory/ dealership operations and meeting top / bottom-line objectives** * **Leading teams** towards accomplishment of common goals and **managing multiple stakeholders** across leadership & engagements * **Contributing in enhancing the value of operating business units** through process improvements focused on sales & best practice identification and implementation     **Core Competencies**  Sales & Business Development| Channel Management | Market & Competitive Analysis  Strategic Market Positioning | New Business Development & Growth| Channel Management  Customer Relationship Management | Team Leadership& Management    **Work Experience**  **Since Apr’18: Tanisha Scaffolding India Pvt. Ltd., Bangalore as Director (Marketing)**  Merged Own company with Tanisha Scaffolding India Pvt. Ltd., and did a business of 20 Crores  **Key Result Areas:**   * Boosting the business with a view to penetrate new accounts & expand existing ones for meeting pre-determined business objectives and targets * Contributing in sales strategies for achievement of top line & bottom-line targets & business planning and assessing revenue potential within business opportunities * Conducting all "complex & unique searches" in sector & product-wise domains, based on observations & findings of high quality professional research work, acumen and insight * Performing research to create unique requirement connections, covering length & breath of various industry verticals * Maintaining relations with new customers to make conducive atmosphere for repeat sales & positive referrals * Driving business & ensuring sustained growth, focusing on achieving /surpassing both dispatch & retail targets * Impacting organization profitability through effective strategic management decisions&new business development * Developing, reviewing and reporting on the business development division’s strategy, ensuring the strategic objectives are well understood and executed by the team * Increasing revenue & pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time * Steering business operations to realize pre-planned sales and revenue targets; formulating profit center budget for operational / business development activities * Formulating, developing & implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through   **Apr’08-Mar’18: Mata Scaffolding & Equipments, Bengaluru as Managing Partner (Scaffolding Manufacturing)**  Started the organization with partner Mr. Chandrashekar.S, and augmented a business of INR 65 -70 crores in 10 year  **Nov’98-Mar’18: Decker Devices Pvt. Ltd., Bengaluru as Manager Marketing (Scaffolding)**  They were doing a turnover of 2.5 crores in a year. We were a team of 3 people took the company to 3 crores in a month  **Sep’96-Jan’98: Mainlin Network asAssistant Manager (Credit Card Sales)**  Member-Hosur Stock Exchange, Own Business : Stock Broker    **Education**   * **1991:** SSLC from Bangalore High School, Bengaluru * **1994:** Diploma In Telecommunications from Bangalore University     **Personal Details**  **Date of Birth:**19th July 1975  **Languages Known:** English, Kannada, Hindi, Tamil & Telugu  **Address:** #1042, 25thMain, 14th Cross, BSK 2nd Stage, Bengaluru - 560078 |