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| **A. ANIL KUMAR****SALES & MARKETING PROFESSIONAL**Targeting assignments in **Business Development,**and **Sales & Marketing** in **FMCG and** **Construction Equipment industry****Location Preference:** PAN India**Ph. No.:** +91 9611111264 / 7090241111 - **Email:** aanilkumar25@gmail.com |

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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 AnalysisStrategic Market Positioning | New Business Development & Growth| Channel ManagementCustomer 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 |