



S. RAMAKRISHNAN

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SENIOR MANAGEMENT PROFESSIONAL

Strategy Planning ~ Marketing ~ Administration ~ Finance Management ~ Production Operations

PROFESSIONAL PROFILE

A seasoned professional with over 35 years experience in the fields of Business Development, Sales/ Marketing, General Administration, Finance Management, Production Operations, Training & Development, Quality Assurance Functions.

PROFICIENCY FORTE

GENERAL MANAGEMENT

- | | | |
|------------------------------------|--------------------------|-----------------------------|
| - Strategy Planning | - Financial Management | - Budgeting/ P&L Management |
| - Business Development | - Sales / Marketing | - Credit Management |
| - General Administration / Liaison | - Promotional Activities | - Banking Activities |

OPERATIONS MANAGEMENT

- | | | |
|---------------------------------------|---------------------------------|-------------------------------------|
| - Manufacturing Operations Management | - Purchase/ Vendor Management | - Spares/ Inventory |
| - Contract Management | - Production Planning & Control | - Process Improvements |
| - Quality Assurance/ Documentation | - Logistics | - Stock Management |
| - Maintenance | - Product Pricing | - Standardisation of Work Practices |

Job Profile :

- Complete responsibility of Sales & Marketing, CRM & Corporate communication functions.
- Planning & implementing business strategies to drive revenue and profitability.
- Formulating budgets, projections and implementation plans to achieve goals.
- Effectively manage business promotional tools. Identifying channel partners and participating in Road shows, Event management (exhibitions).
- Evolving and implementing sales/marketing initiatives to nurture long term strengths.
- Conceptualizing, planning and organizing product promotion activities by developing new communication mix and new strategies for product launch. Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Identifying prospective clients, generating business from new accounts and developing them to achieve profitability.
- Able to maintain business operations at a high level, high value sales, team management, strategic planning, coordination, training and development.
- Able to achieve solutions oriented approach with excellent relationship skills, successfully and consistently delivering the responsibilities of revenue generation, profitability and market share and customer satisfaction.
- Ability to understand, articulate and communicate organizational, unit or team vision.

Special efforts during service in various organizations(Marketing)-(Trade & Service Industries) :

- **Sep'99 to sep'05 Manager Vijay Plastics & Envelopes**
- Profitably co-ordinated the sales operations of 5 regions covering areas of Tamil Nadu, Kerala, Karnataka and Pondicherry. (approx. 30 outlets.).
- Launched Incentive based commission and gifts for the VENDOR OUTLETS.

- **Jan'92-Jul'99 with Indo-Swiss Jewels Ltd., Hosur (Sub contractor for Titan & HMT watches); lastly designated as Assistant Manager(Marketing).**
- **Nov'89-Dec'91** FYRKOOL – Hosur Assistant Sales Manager
- **Mar'79-Aug'89** Indian Textile Paper Tube Co. Ltd., (ITPT) Asst. to Sales Manager (Regional)
- **Coordinated the sales of Industrial Products (Atul dyestuffs,Paper cones & spools) in south kerala and Madurai regions.**
- *Joined in Mar'79-Dec'79 as **Trainee** and gradually elevated to **Assistant to Regional Sales Manager.***

Career Highlights :-

Presently working as a Chief Agency Partner of ALMIPL SOLAR - Powering The New Age(Energy).

Also doing agency work in a Real Estate Concern as a Promotor.

Previously worked in an Injection moulding company(sub contractors to Asian Paints) with a strength of 120 crews as GM in Chennai, from February'10 to February '17.

Taking care of the entire unit in all aspects, such as human resources, production, quality, finance & logistics activities.

Achievements :

- Poka –Yoke > Provides instantaneous feedback,prevention,or correction-corrected Forty thousand pcs.(after manufacturing with a small drawing mistake) and saved Rs.4 crores.with proper correction in the piece.
- Failure of 4 ltr. Pail handle strength has been levelized by increasing the wall thickness of the handle holding Box hole wall.(saved Rs. 16 lakhs.).

Feb'09 – Feb'10 with SHIVAMANI INDUSTRIES,BANGALORE as Sr.Admin.Officer

Shivamani Industries (SMI) a major supplier to BEL,ITC in the field of component supply,machined and cast.

- Joined to look after the administrative, finance & marketing wing of SMI.
- ➔ Duties related to General administration, Invoicing,Payment followup, Interaction with Govt. bodies viz., PF.,ESI., CE.,ST., etc.(computerized).
- Interacting with the Major customer BEL on behalf of the unit in the marketing affairs.

Sep'05-Feb'09 - Akshayah Bright Steels, Hosur (RV Group companies) as Manager

- ➔ Increased production level from 1 to 3 shifts.
- ➔ Adopted cost reduction policy with Process wastage reduction from 4 to 3%.
- ➔ Eliminated wastages to the maximum level in the process.
- ➔ Introduced Reeling of bars for increase in strength of bars.
- ➔ Sales turn over documents were prepared based on differed payment pattern to the banks to get more financial assistance.
- ➔ Dealing with Central Excise, Sales tax, filing returns etc.,

- Dealt with Purchases from Usha martin, Sidco Tamilnadu..etc., with regard to EN 8, 25...28 mm bars and other relevant black bars for processing.
- Introduced job variants with Sundaram Fasteners Ltd, RAP(Renowned auto Products), TVSXL, LUK India, FAL(Facit Asia Limited) Inds.(vacuum cleaners – Eureka Forbes, mixie producers – food products mixing & grinding) & Hema Engg. Inds.,(Aappache –TVS - spares) to get better business for the organization.
- Active participation to get ISO 9001-2000 certificate.
- Availed reimbursement of ISO certificate charges under incentive scheme.

Sept'99-Sep'05 with Vijay Plastics & Envelopes – Manager

- Playing a pivotal part in managing the operational activities encompassing sales/ marketing, administration, financial activities with strength of 60 personnel's.
- Introduced new type of Jackets for the note books to school going students of Kerala; new type of folders for the +2 certificates; six leaves folders in Tamil Nadu; Year and Month planners for the corporate.
- Organised Conferences and Shows pertaining to the developments in Plastics.
- Profitably co-ordinated the sales operations of 5 regions covering areas of Tamil Nadu, Kerala, Karnataka and Pondicherry. (approx. 30 outlets.).
- Launched Incentive based commission and gifts for the VENDOR OUTLETS.
- Instrumental in introducing new Credit Policy according to area and volume of transaction thus facilitated increase in the sales by 60% ,considered to competitive to the competitors.
- Effectively maintained good liaison with bankers and successfully secured loans / overdrafts.

Jan'92-Jul'94 with Indo-Swiss Jewels Ltd., Hosur (Sub contractor for Titan & HMT watches); lastly designated as EXECUTIVE MANUFACTURING :

CHIEF ACCOMPLISHMENTS UNDER VARIOUS DESIGNATIONS:

AS EXECUTIVE MANUFACTURING :

- Successfully managed the Production Activities, Administration Management, Quality Assurance, Client Relationship Management. importing raw materials from Swiss.
- Periodical inspection of Diamond Wheels for protection of the same for use in production to enhance profitability.
- Astutely increased production by 50% with in a year and quality acceptance by Titan at 97% with in a span of six months.
- Distinctively maintained the Super 1 position of suppliers in all aspects with Titan for 3 years consecutively.
- Played a pivotal role as a bridge between the management and workers and arrived two wage settlements (in a span of 3 years), maintained good reputation with both the categories.
- Effectively introduced Self Appraisal procedure as a part of the policy towards promotion of PERSONNEL.
- Distinctively established the Mineral Glasses division at Hosur Branch and introduced buyers like Titan & HMT and independently handled the negotiations for price and quality.
- Effectively launched indigenous gaskets made out of plastic and earned a reputation.
- Achieved No. 1 position amongst mineral glass suppliers
- Instrumental in supplying Jewels to HMT mechanical watches and increased the sales to 86% from 20% .

PAST JOB HISTORY :

Nov'89-Dec'91 FYRKOOL – Hosur Assistant Sales Manager

- (1) Created awareness of the statutory obligations to keep the fire extinguishers in factories.
- 2) Provided training classes to the employees of TNEB substations on usage of fire extinguishers as a part of sales.
- 3) Introduced sales to Defence departments in Thumba and Pune.

- 4) Sales of automatic tyre changer and automobile spares in Bangalore Region.(JCRoad Iyengar &sons ,Asoka tyres were our main customers).Sales of great weight lifter CL-25) electro mechanical car lifter in Southern region. Sales of Computerised Wheel Balancer.Sales of passenger &truck tyre buffer UT-1225.
- 5)Inspection of Wheel alignment stations at Bangalore.
- 6)Regular inspection of automatic tyre changer for the export (425pcs/mth) to Soviet Russia.

Mar'79-Aug'89 Indian Textile Paper Tube Co. Ltd., (ITPT) Asst. to Sales Manager (Regional)

*Joined in Mar'79-Dec'79 as **Trainee** and gradually elevated to **Assistant to Regional Sales Manager**.*

Coordinated the sales of Tan-tex brand of inner garments for the entire southern region. Coordinated the sales of Industrial Products(ATul dyestuffs,Paper cones&spools)in south kerala,and Madurai regions.

Boosted up the sales in the region of south kerala,Madurai (sales up by150%).

Involved in product categorization and strategy planning.

Conducted Market Survey and Research Programmes for diversified activities in Tiles,Marbles& spirally wound tubes, resulting the company's entry into the market of spirally wound tubes & Ammunition shells to the Indian Defence Departments (Avadi,Ambattur&Pune) for the shells 47A, 53A, & 63A etc.,

ACADEMIC CREDENTIALS

- ➔ **P.G.D.B.A** from Annamalai University in 1987. (PGDMM-Course completed in 1988- Annamalai university.)
- ➔ **PG Diploma** in Business Management from IICM. Ahmedabad in 1986
- ➔ **B. Sc** from Madurai Kamaraj University in 1977

Additional Qualifications :

- ➔ Automobile Service Training Course - GD Naidu Charities, Coimbatore.
- ➔ Certificate Course in Screen Printing.

- completed Diploma in Ms-Office from CSC in 2003
- AMIBM – Associate Member of Institute of Business Management, Chennai.

- Electronics and Photography from VHNSN Collage, Virudhunagar in [1976 \(Prof.course\)](#).

PERSONAL DETAILS

**Date of Birth : 24th July 1957 : Passport No. : T6987156 (31/07/2029)
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