**Karthik D**

**Mobile:** +91 9901927761. Email-karthik.poorni@gmail.com

**Seeking assignments in the domain of Sales & Marketing, Business Development with an organisation of high repute**

**PROFESSIONAL SYNOPSIS**

* A result oriented professional with **More than 16 years** of experience in service industry in the areas of Sales & Marketing, Business Development and Channel Sales.
* **Presently working as Business Development Manager taking care of channel and corporate business for Karnataka with K7 Computing Pvt Ltd., based out of Bangalore, Karnataka.**
* Track record of consistently achieving the projected targets, building dynamic teams, identifying high-yielding services and products during the career span.
* Demonstrated abilities in strategizing market roll-out for IT products with proficiency in network planning & implementation.
* Skilled in analysing MIS information to understand market size, market share, pricing, sales, and promotion scenario vis-à-vis competition and implementing corrective measures.
* Rich experience of developing and appointing new channel sales partners to expand product reach in the market and coordinating with the dealers & distributors to assist them to promote the product.
* Proficient in strategy formulation through market research & fine tuning strategies to ensure wider market reach & penetration of unexplored market segments.

**CORE COMPETENCIES**

**Sales Planning & Management**

* Driving sales strategies for attainment of periodical targets with a view to optimize revenue from primary as well as secondary sales.
* Utilising market intelligence information for future decision-making and strategic business planning; planning and implementing territory level sales, pricing and promotional schemes.
* Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.

**Channel Management**

* Tapping new markets and coordinating with channel partners to penetrate these segments to expand business & generate income. Managing & servicing the various channels including OEM Partners, distributors, direct dealers & sub dealers.
* Monitoring channel’s network operations in terms of coverage, stocking, credit norms, target setting, and promotional support & after sale service.
* Planning sales, collection, profitability & promotion for various channels and managing dealers for their grievances.

**Customer Relationship Management**

* Building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms.
* Assessing customer feedback, evaluating areas of improvement & providing critical feedback on improvements.
* Coordinating for resolution of grievances of individual and corporate clients for superior customer service.

**Team Management**

* Recruiting team members, grooming them and monitoring their performance to ensure efficiency in operations and meeting of individual & group targets.
* Monitoring performance of sales team with a view to develop business and achieve collection targets.
* Identifying training needs across levels through mapping of skills required for different roles and analysis of the existing level of competencies.
* Handling 4 Channel Executives & 10 Distributors; designing, developing and driving an attractive incentive plan according to the target.
* **WORK EXPERIENCE**

**May 2020 – till now with K7 Computing Pvt Ltd based out of Bangalore**

**Accountabilities:**

* Handling and developing K7 Antivirus security for entire Karnataka region, Handling a team of 5 people

**Apr 2019– Apr 2020 with HCL Infosystems Ltd based out of Bangalore**

**Accountabilities:**

* Handling Toshiba Copier & Consumables. Hitachi & Infocus projectors, LG interactive display & Eaton UPS, Acer B2B, Dell SNS & Lenovo B2B.

**July 2010– Mar 2019 with Brother International (I) Pvt Ltd based out of Bangalore**

**Accountabilities:**

* Handling and developing core channel partners for entire Karnataka.
* Handling Govt and Corporate Partners and helping them to close the orders.
* Conducting channel awareness programmes and training programmes for channel partners.
* Aligning the stocks with BC1 Partners and making co visits with partners to understand the Gaps.
* Responsible for giving the demos and creating the awareness of the products outside the regular market and directly to the customers
* Working closely with major SI partners to provide the solutions for their customers.
* Responsible for giving the demos and creating the awareness of the products to the customers in different verticals. (Govt, Education, Automotive, Pharmaceutical, Manufacturing etc.)
* Solutions Builder – working closely with customers and solution providers to provide the end to end solutions to the customers using all our product line.

**Major Highlights:**

* Appointed new channel sales partners to expand product reach in the market and coordinating with the dealers & distributors to assist them to promote the product.
* Great contribution towards bringing in the corporate partners to concentrate on the step-up models.
* Grab the big orders major accounts (Ex : WEP, RAILWAYS Etc)
* Employee of the Year for FY 2010.
* Received Brother President Award for Fy15-16 for Sales and Marketing.

**Jan-07 to June 10 with Samsung India Pvt Ltd.,( IT Business) Karnataka**

**Accountabilities:**

* Appointing Secondary Channel Partners across Zone.
* Making monthly, quarterly and annual business plans basis the TSM distributors.
* Conducting formal/ informal get together’s with the TSMs, Distributors to review the performance and discussing action plan for the future.
* Ensuring optimum ROI for Partners; ensuring adherence to policies by self, TSMs, Distributors, ensuring that partners focus maximum on the merchandising and product visibility in the outlets.
* Conducting timely product and process training to all the resellers & Retailers.
* Tracking the performance in Area wise, Distributor wise and the Top Outlet wise.

**Major Highlights:**

* Played an instrumental role in increasing the revenue upto 300% within the time span of 8 months in Bangalore & awarded from company.
* Pivotal in increasing the distribution width by 120 new outlets in 6 months’ time period.
* Played an instrumental role in bringing in the major order of Canara Bank, HAL and Karnataka Bank.
* Increased SI level partners as well as distributors to drive the healthy Channel Business.

**Jan-’04 – Dec -06 with Syscon Microsystems Pvt Ltd. As Sales Executive**

**Accountabilities:**

* Bringing in New partners in and out of Bangalore.
* Increased Customer Base and achieved the year targets in 9 months.
* Responsible for Sales out of Epson and Wep Printer/Scanner ranges.
* Increased company profitability by pushing for AMC’c and Genuine consumables.

**Major Highlights:**

* Instrumental in increasing the distributor strength.
* Successfully completed the bulk order from HAL, BEL - many accounts.

**SCHOLASTICS**

Bachelor of Commerce from Bangalore University.

**TRAININGS ATTENDED**

* Actively attended various training on:
  + Masters Selling Skills in SIEL.
  + Certified Channel Professional in 2008.
  + Negotiation Skills in 2009.
  + Supervising Route Distribution Efficiency.

**PERSONAL DETAILS**

**Date of Birth:** 24th Nov-1980

**Permanent Address:** No.1, 5th cross, 10th Main Road, KP Agrahara, M R Palya, Magadi Road, Bangalore- 560023. Karnataka.

**Contact Nos**- +91 9901927761

**Linguistic Ability:** English, Hindi, Kannada & Tamil.