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Objective: *To build and Lead a High-Performance Team and thereby drive sustainable Top-Line revenue and Growth in a progressive business.*

 **SKILLS AND EXPERIENCE**

* *Proven ability to help teams deliver sustained growth year on year in Diverse business environments.*
* *Hands on experience in team handling and team motivation by bringing the best out of the team members and ensuring the productivity ratio per manpower as per the organization guidelines.*
* *Has the experience & expertise to work with a solution oriented mindset towards solving problems.*
* *Collaborated with Training and Development teams in organization for consistent up skilling of the team.*
* *Proven experience in operation, Supply chain and Dealer networking to drive business outcomes.*
* *Received numerous accolades in my career span which includes monetary rewards, FTS (Foreign Trip Scheme), awards and recognition for excellent performance.*
* *Over 25 years of rich experience in sales, marketing & business development activities.*
* *Worked as Dy GENERAL MANAGER- SALES with M/s Qutone Ceramics Ltd& handled the State of Tamil Nadu & Pondichery based at Chennai.*
* *Experience of working with companies – GREENLAM INDUSTRIES LTD, Watertec India Pvt Ltd, British paints(A division of Berger Paints), Dalmia Cement (B) Ltd, ICI India (Paints Division), Goodlass Nerolac Paints, Hindustan Pencils Limited, TVS Whirlpool Limited with hands on experience in managing sales functions and administration functions ,by achieving sales & revenue targets.*
* *Extensive experience in establishing dealer – projects - sales network and promoting the products in a highly competitive & dynamic environment.*
* *Strategically increased the market share by getting breakthroughs in highly competitive markets.*

 **AREAS OF EXPERTISE**

***Team Building and Upskilling***

* *Effectively strengthened the team by bringing in transparent working culture along with individual accountability & encourage them to take ownership for the deliverables which is assigned to them. This had supported them to grow as an individual & at the same time brought in cohesiveness among the team members. Also organized for a quarterly business cum fun program to strengthen the bond among the team members.*
* *Emphasized & initiated in implementing regular product training sessions & upskill the team members by involving our senior team members & Technical team which would enable &equip them to handle real life market situation confidently.*
* *Initiated a standard induction format for New joinee who joins in the region in collaboration with head office team for smooth handholding at the time of joining the organization.*

***Execution excellence in Sales & Marketing***

* *Analysing market trends, sales performance through channels and other critical trends.*
* *Planning marketing activities to achieve volume estimations and review effectiveness.*
* *Implementing promotional activities to improve awareness & market share.*
* *Keeping a track of competitor moves to achieve market share.*
* *Formulating business plans/projection in line with organizational vision and strategic direction and driving business growth through existing & new markets.*

***Business Development& unique initiatives***

* *Identifying and developing business strategies for achieving sales & revenue targets.*
* *Ascertaining prospective clients, exploring new markets & mapping their requirements*
* *Identifying the market Town-wise/sub-market wise and mapping the potential of the territories for developing the business.*

***Channel Management& supply chain***

* *Developing and sustaining the existing network and effectively managing the network.*
* *Expanding the dealer/Distributor infrastructure and appointing new partners in untapped markets and at the same time attaching the retail network to the distributor where it is not feasible to service them directly.*
* *Evaluating performance & monitor distributor sales and marketing activities and managing network of channel partners across assigned region.*
* *Effectively worked out a program on inventory management at the Distributor stock point & company warehouse to feed the market on regular basis.*

 **ORGANISATIONAL EXPERIENCE**

 ***From Feb 2019 to Present :***

***Designation :*** *Dy**General Manager – Sales with M/s Qutone Ceramics Pvt Ltd and managing the State of Tamil nadu & Pondicherry*

***Job Profile (Achievement & responsibilities):***

* *Responsible for business generation of our premium brand tiles in the state through channel partners (direct & indirect) spread across the state.*
* *As a profit centre head for Tamil nadu & Pondicherry, ensured the focus is on Key drivers of profit to the organization like the Top line Value added products and at the same time keeping check on the receivables from the market.*
* *Managing a dedicated team of 15 members with 3 Regional Managers & 12 Frontline sales team members stationed across Tamil nadu & Pondichery market to cater key markets.*
* *Key task initiated was setting right the three M’s – Manpower (Filling up Vacancy)/Money(Receivables from market)/Market(Network).*
* *Network – Strategically Signed up our exclusive display concept by Name Luxuria with Major channel partners across the region excluding Chennai , which ensured our regular business from that counter.*
* *Strategized the business pattern of the state by driving the secondary business from the market & maintaining a steady project funnel which in turn supported in achieving the primary business objective through channel partners. The concept adopted was fairly successful and it ensured smooth flow of receivables from market as per company norms.*
* *Generated business through Architects/Interiors/contractors/builders by utilizing our company owned display centre at Chennai.*

***From Nov 2014 to Oct 2018 :***

 ***Designation*** *: Asst General Manager – Sales with M/s Greenlam Industries ltd managing CHENNAI CITY,NORTHERN TAMILNADU (Includes North Arcot & South Arcot, Trichy region) & Part of WESTERN Tamil nadu & Pondicherry based out of Chennai.*

 ***Job Profile (Achievements & responsibilities):***

* *Managed a team of 23 members both direct & indirect professional reports including Admin staff through them the overall Business of Channel sales, OEM – Modular segment, Project sales based out of Chennai.*
* *Generated business through primary & secondary business through both direct (distributors, Contractors, Direct Dealers) & indirect channel partners channel partners (Sub dealers, Projects) across NORTHERN TAMILNADU (Includes North Arcot & South Arcot,Trichy region) & Part of WESTERN TAMILNADU by doing a revenue turnover of 39crs per annum for the financial year ending 17-18.*
* *Consistently clocking good revenue growth by maximizing the Topline value added products contribution in the turnover of the Region.*
* *Consistently maintaining our branch position of being among the TOP 5 across 32 Branches Pan India with respect to Revenue turn over.*

***From Aug 2011 to Nov 2014***

***Designation****: Branch Manager – Sales with M/s Greenlam Industries Ltd (part of Greenply Industries Ltd) handling part of Tamil Nadu based out of Chennai .*

***Job Profile (Achievements & responsibilities):***

* *Under took the responsibility of the overall Business of Channel sales, OEM – Modular segment, Project sales with a team of 20 sales &Administration support staff based at Chennai by guiding & motivating them.*
* *Generated consistent business growth as per the management expectation through a group of distributors, Contractors, Direct Dealers & OEM’s across NORTHERN TAMILNADU & Part of WESTERN TAMILNADU by generating primary & secondary business through team members.*
* *New products – Pre launch & Post launch activities under our territory.*
* *Consistently maintain the per manpower productivity as per company policy.*
* *Consistently maintaining our Branch position of being among the TOP 5 pan India with respect to revenue turn over.*

***From April 2011 to July 2011***

***Designation*** *: Area Sales manager – sales with M/s Watertec Systems handling Chennai & NASA, Pondicherry Belt based out of Chennai .*

***Job Profile (Achievements & responsibilities):***

* *Managed 7 team members directly reporting & responsible for the business through retail &overall branch operations.*
* *During tenure reduced the overdue outstanding by collecting all the outstanding which was lying with customers across territories for Long & brought payments as per company norms.*
* *New retailers were added & through them new business generated, by which increased monthly business value by 50% more to Branch.*

***From Mar 2010 to Aug 2010 :***

***Designation****: Branch Manager with BRITISH PAINTS (A Division of BERGER PAINTS) handling Tamil Nadu based at Chennai .*

***Job Profile (Achievements & responsibilities):***

* *Had set up the whole business operation with new branch office in Tamil Nadu*
* *Recruited & trained team members for the positions of sales & administration across state.*
* *Total direct report team members of 6 Sales officers & one Asst Manager (Projects) & 3 Administration staff handled Channel sales & institutional business across Tamil nadu based at Chennai.*
* *Appointed dealers across the state and brought in business through them.*

***From June 2009 – Feb 2010:***

***Designation****: Area sales Manager institutional Business with DALMIA CEMENT (B) Ltd for Tamil Nadu based at Chennai.*

***Job Profile (Achievements & responsibilities):***

* *Took over as the Manager institutional sales for Tamilnadu with 6 people (one Asst Manager & 5 Sales officers).*
* *Generated business through bringing in new Key Clients & maintaining the existing clients across Tamilnadu.*
* *Our contribution made tothe company sales volume was35% in total sales.*

***FromDec 2008 – May 2009:***

***Designation:*** *Promoted as Area Sales Manager DALMIA CEMENT (B) Ltd handling Western Tamilnadu & Chennai in channel sales & Institutional Business*

***Job Profile (Achievements & responsibilities):***

* *Managed northern part of Chennai in Trade Segment Catering a mix of Wholesalers & Retailers with 3 Sales officers & 3 DSA.*
* *Significantly increased the contribution of whole salers & simultaneously developed the dealer network in retail segment.*
* *Supporting in conducting workshop for masons in the assigned territory to promote the business.*

***From Nov 2006 – Nov 2008 :***

***Designation:*** *Joined as Asst Area Sales Manager DALMIA CEMENT (B) Ltd handling Western Tamilnadu.*

***Job Profile (Achievements & responsibilities):***

* *Managed 4 Districts (Salem, Namakkal, Dharmapuri, and Krishnagiri) in Western Tamil Nadu for channel sales & Institutional business with 4 Sales officers.*
* *We were the main suppliers of the cement for Pipe manufacturing units in Namakkal region.*
* *Generated business from dealers in the existing districts &developed Dharmapuri&Krishnagiri districts to contribute a sizable volume to the Zone sales.*
* *Supporting in conducting workshop for masons in the assigned territory to promote the business.*

***From March 2003 – Oct 2006:***

***Designation****: ICI India Ltd (Paints Division) as Area Sales Supervisor, Coimbatore/Chennai.*

***Job Profile (Achievements & responsibilities):***

* *Generating business from dealers, painting contractors,and architects and providing technical specifications about various paint systems and collecting payments from them.*
* *New Products – Pre-launch and Post-launch activities.*
* *Instrumental in increasing the business Volume by 50%and Value by 49% over Targets.*
* *Achieved highest growth in Tamil Nadu region in the year 2005.*
* *Received the Award for Best sales Performer in Tamil Nadu region for 2005.*

***From 1997 to Feb 2003:***

***Designation****: Senior TSI at GOODLASS NEROLAC PAINTSChennai.*

***Job Profile (Achievements & responsibilities):***

* *Generating business from dealers, painting contractors, architects, providing technical specifications about various paint systems and collecting payments from them.*
* *New Products – Pre-launch and Post-launch activities.*
* *Consistently achieving the targeted numbers and showing an YOY growth*
* *Business promotion activities done consistently to generate business in the assigned territory.*
* *New concept of dispensing Machine for paints launched & placed in prominent dealer premises.*

***From 1995 to 1996****:*

***Designation:*** *TSI at HINDUSTAN PENCILS LTD, Chennai and handled the following responsibilities:*

* *Managing one stockist and distributor salesman and marketed the range of products in strategic retail outlets and Large institutions and achieved sales targets consistently*

***From 1993 to 1995*** *with TVSWHIRLPOOL in Chennai as Sales Promoter and handled the following responsibilities:*

* *Promoting and selling the product to the customers through the retail outlet and by follow-up with the prospective customers and closing the sale.*

#### *EDUCATION BACK GROUND: B.Sc., (Mathematics),Master of Marketing Management (MMM)*

***INTERESTS*** *: Music, Sports, Reading*

***D.O.B*** *: 03.12.1971*

***MARITAL STATUS*** *: Married*

***LANGUAGES KNOWN*** *: English, Tamil, Hindi (Speak, Read, Write) & Malayalam*

*PLACE: CHENNAI*

*DATE :*

***S.VENKATASUBRAMANI***