G.H.PRABHU

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**Seeking assignments to Head Profit Centre Operations/ Business Development/ Sales & Marketing with ROI accountability with a growth oriented organization of repute**

**Professional Profile**

* A Marketing professional with over 2 decades of rich experience in Profit Centre Operations, Business Development, New Product Launching, Account Management & Team Management in automobile industries.
* A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.
* Adept in managing the entire trading activities encompassing business development, product promotion with retailing operations.
* Expertise in tapping prospects, analysing their requirements, rendering technical guidance to the clients and negotiate (commercially) for the orders.
* Proficiency in liaising with government / regulatory authorities for keeping compliance with statutory obligations & obtaining necessary sanctions / clearances.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

**Core Competency entails**

Strategy Planning Policy Implementation ROI Accountability

Retail Operations Product Promotions Business Development

Team Management Training & Development Site Selection

**Aptness**

**Profit Centre Operations**

* Identifying and developing new streams for long term revenue growth and maintaining relationships with customers to achieve high business targets.
* Conducting competitor analysis by keeping abreast of operational trends followed by competitors.

**Sales & Marketing / Business Development**

* Managing sales functions for enhancing market share of products & services.
* Defining and implementing strategies for market penetration by identifying and influencing prospective clients & explore marketing budgets.
* Planning & scheduling assignments to achieve the pre set goals within time, quality & cost parameters.
* Formulating long term/short term strategic plans to enhance operations.
* Conceptualising of visual merchandising displays, windows, POP & design of retail outlet for maintenance of a high-end store Image.

**Product Launches/ Promotions**

* Conceptualizing and implementing sales promotional activities as a part of brand building & market development effort.
* Organising promotional activities like advertising campaigns, promotions & customer loyalty programs for enhancing market visibility & achieving better market reach and penetration.
* Creating initiatives, designing events, planning of merchandising and execution of these marketing events for increasing sales drive.
* Devising pre & post marketing activities for successful launching of new products.
* Selecting appropriate media for advertising after analysis of variables such as cost and reach of a particular medium for product promotion.

**Key Account Management**

* Developing relationships with key decision-makers in target organizations for business development.
* Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
* Managing activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing. Providing credit control & timely remittances from the market.

**Team Management**

* Monitoring, recruiting & training manpower, & ensuring quality deliverables in the market.
* Providing direction, motivation & training to the field sales team for ensuring optimum performance.
* Planning and scheduling team assignments to achieve the preset goals within time, quality & cost parameters.

**Commercial Operations**

* Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.
* Identifying and developing retail outlets including infrastructure development, recruitment and promotional tie ups with external agencies, monitoring the same for efficient functioning.
* Formulating MIS reports and transmitting them across to facilitate the decision making process.

**Organisational Details**

**May’17 - Till date Tusker Harley-Davidson, Bangalore Business Head**

Operation Head handling 3S facilities of Two dealerships in Bangalore and one in Goa of international motorcycle manufactured by Harley-Davidson of USA.

**May’15 – April’17 Venkateshwara Auto Motors, Warangal General Manager -Operations**

* + Heading 3S facilities in Warangal, Karimnagar, Nizamabad, Adilabad and sales outlet in Khammam . VAM is a main dealer for Ashok Leyland-Nissan joint venture, in above mentioned 5 districts.

**July’12 – April’15 Harsha Toyota, Hyderabad General Manager -Sales .**

* + Heading entire showroom activities, covering three districts/branches, sales activities. Harsha Toyota is a dealer of world Class Toyota Automobiles Manufacturing Company, Japan.

**Accomplishments**

* Average sales maintained at any given month and targets were achieved continuously
* Existing branch at Ananthpur upgraded to 3 S facility

**Feb’10 – June’12 Minar Hydro-Systems Pvt Ltd., Hyderabad General Manager ( South )- Marketing**  .

* + Head of Marketing for entire South India. Present company is sole representative of Hi-Force Hydraulic Tools from U.K. which is a World Class Manufacturer of Hydraulic Tools, network spread over more than 100 countries.

**Accomplishments**

- Established new customer Base in AP & Karnatake

- New branch office established in Jeedimetla, Hyderabad

- Sales increased from Zero to 5 crores within two years.

**Oct’08 - Jan’10 Puzzolana Machinery Fabricators, Hyderabad Manager - Marketing**

* Marketing Head for the up coming Loaders & Tractors Project of the company. Company has recently signed MOU with Changlin Company, China for producing and Marketing of CHANGLIN Wheel Loaders.

- Present company is 20 years old and into manufacturing of Stone crushers and other construction related

Machineries with turnover of 350 crores with All India Market Share of 55%.

**June’06 - Sept’08 Sujatha Corporation, Bhubaneswar General Manager – Marketing & Sales**

Overall In-charge of entire operations of 5 Branches in Orissa, including developing branches, sales, service and sp.parts of Rhino series of vehicles from ICML.

**Accomplishments**

* New DSAs appointed/ significant achievement in terms of sales figure
* Registered sales growth of 100 % in one year. Reduced receivables from an average of 90 days to 15 days.

**Sep’91- Oct’01 M/s Mahindra & Mahindra Limited**

Career Growth

Sep’91- Mar’ 94 Junior Executive-Marketing

Apr’94 - Mar’98 Sr. Executive

Apr’98 - Oct’01 Asst. Manager

* Party to Business Development, New Product Launching, Account Management & Team Management
* Developing new dealers, new market, guiding existing dealers on business plans, strategies, training etc.,
* Involving in target planning (annual, monthly and weekly) for each dealership.
* Liaising with government / regulatory authorities for new orders and keeping compliance with statutory obligations & obtaining necessary sanctions / clearances.
* Rationalized the distribution network by appointing new Dealer in Goa and 8 new dealers in Andhra Pradesh covering a wide area of Vijayawada, Srikakulam, Ongole, Nizamabad, Guntur, Cuddappah, Ananthpur and Kurnool.

### Accomplishments

* Played a significant role in establishing new products: LCVs, 10 seaters and other Multi-Utility vehicles, 3 wheelers in a very competitive market.
* Rationalized the distribution network by appointing new Dealer in Goa and 8 new dealers in Andhra Pradesh covering a wide area of Vijayawada, Srikakulam, Ongole, Nizamabad, Guntur, Cuddappah, Ananthpur and Kurnool.
* Significantly developed new market and expanded product reach of the company in Andhra Pradesh especially in the Coastal & Telangana regions
* Achieved a 100 % sales target in every financial year, which was an increment of 15 % than previous years.

**Nov’01 - May’06 M/s Gemini Graaphics Pvt Limited, Karnataka**

Career Growth

Apr’03 - May’06 Manager – Marketing & Materials

Nov’01 - Apr’03 Dy. Manager- Marketing & Materials

* Performing sales activities of Security Papers, Printing Orders, Monitoring Purchase and Stocks for Printing and Paper divisions.
* Efficiently using inventory management system & procedure for effective stores management & control measures to reduce obsolete stock, ensuring availability of materials to meet targets.
* Handling transport division for seamless logistics operations for optimum stock levels with the sales targets.

**Accomplishments**

* Carried out a key role in appointing new distributors for expanding the market reach of the products.
* Independently handled confidential jobs of handling materials : Marks cards, Certificates, MICR & Non MICR Cheque books, Question papers of various Boards.

**Jan’86 - Aug’91 M/s N.D.Naik, TELCO dealer from Goa**

Career Growth

Jan’87 - Aug’91 Sales Officer

Jan’86 - Dec’86 Commercial Trainee

* *As a trainee attended several training sessions on marketing of automobiles at various centres in Pune, Jemshedpur, Bhubaneshwar and Goa.*
* *Gathered exposure in working various division of TATA vehicles in Goa.*

**Qualification**

1985 Diploma In Automobile Engg Karnataka Polytechnic, Mangalore

**Personal Details**

Date of Birth 6th August 1964   
Languages English, Hindi, Konkani, Kannada, Telugu, Tulu & Marati

Correspondence Address

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