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| **KRISHNAN RAMACHANDRAN**  **Sales & Marketing| Construction-Building Materials** | |  | | --- | | **E-MAIL**krishst@gmail.com/krish\_st@yahoo.com  **MOBILE** +91 9820859134 | |  | | |
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| **PROFILE SUMMARY**   * **Offering over 16 years of experience chronicled by well-earned success in the industry;** emerged as a decisive leader with merit of optimizing complete range of products and services, investigating new business opportunities, maximizing its competitive strength for long-term success * **History of excelling in introducing new organizational change**, expanding markets and leveraging existing technology and knowledge base with internal resources to facilitate business excellence * Accomplished & result-**oriented Business Leader with extensive experience** across all phases of business, including start-ups, business turnarounds, expansions and diversifications * Impressive success in consistently **increasing business turnover**, **CAGR (Compound Annual Growth Rate), EBITA** and market **share YOY** * Proven skills in giving direction to business, improving operations, maximizing profits and driving cost reductions * **Established marketplace presence** and **consistently deepened & retained customer base across highly competitive markets of Mumbai** * Formulated executable **channel / distribution management plans** and appointed several dealers/channel partners across the entire career * Showcased a consistently **upbeat and infectiously enthusiastic attitude**; and enterprising leader who **has mentored people with an equal desire to perform and win**     **CORE COMPETENCIES**   |  |  |  |  | | --- | --- | --- | --- | | Business Vision & Roadmap    Channel Management  P&L / ROI Management | Visual Merchandising  Strategy & Policy Formulation  Sales, Marketing, Branding | Strategic Alliances & Partnerships  Revenue Maximization  Revenue & EBIDTA Growth |  | | | |
| **SOFT SKILLS**  Change Agent    **PERSONAL DETAILS**  Date of Birth: 28th September 1981  Languages Known: Englsh, Hindi, Marathi, Tamil & Malyalam  Address: Flat No. 10, 2nd Floor, Avanti Apartments, Plot No. 107, Near CRWA Ground, Chheda Nagar, Chembur, Mumbai 400089  Collaborator  Thinker  Planner  Innovator  Communicator | | **EDUCATION**   |  |  | | --- | --- | |  | Masters’ Degree in Management Studies (Marketing) from Pillai’s Institute of Management Studies and Research Mumbai University in 2004 | |  | Bachelors’ Degree in Management Studies from Tolani College of Commerce, Mumbai University in 2002 |   **IT SKILLS**   * MS Office, Internet Applications, Tally   **CERTIFICATIONS**   * Certified Course in **Logistics** from Navi Mumbai Institute of Logistics Management * Certified Course in **Graphology** from World School of Grapho Therapy and Education * Certified course in **Cloud Computing** from Aptech Institute * Certified Course in **Executive MBA in Digital Media Marketing** from Digital Management Technical Institute (DMTI)and ITM Sion in collaboration with SNHU University |
| **CAREER TIMELINE**  **Ramco Industries Ltd., Mumbai**  **ICICI Prudential Life Insurance**  **Nitco Ltd., Kanjurmarg Mumbai**  **R.A.K Ceramics, Santacruz Mumbai**  **Since Oct’17**    **Jan’08 – May’18**  **Aug’04-Feb’05**  **Apr’05-Dec’07**  **May’18-Feb’20**  **WORK EXPERIENCE**  **May’18 -Feb’20 with Ramco Industries Ltd., Mumbai as Regional Sales Manager – Western Zone**  **Key Result Areas:**   * Conducting meetings & conferences with specifiers, architects, interior designers, builders, contractors for showcasing product range; piloting group presentations/technical presentations to promote ’Green Dry Wall Construction’ at architects/designers office * Conducting regular visits to top architects’ associates such as Hafeez Contractor, Shashi Prabhu, Nitin Parulekar * Gathering & maintaining Western India reports which track sales, specifications and conversions of different projects to various architects, contractors, builders and Interior designers along with retail sales * Augmenting the market by adding new distributors/Dealers to ensure penetration in Tier 2 and Tier 3 cities * Organizing applicator meets and onsite training for construction personnel to ensure faster and better application technique of Dry wall construction * Formulating strategies & reaching out to unexplored market segments for business expansion; analysing latest marketing trends and providing valuable inputs for fine tuning sales strategies * Driving business growth in terms of value, volume, market share & yield by introducing new ideas & concepts * Establishing distributor & dealer network for Builders, Plumbers, Contractors & Dealers, for Plumbing range of products * Designing & executing channel sales & distribution strategy to achieve segment-wise targeted sales volumes and territory-wise market shares * Optimizing channel functions & flows, direct & indirect channel partner’s counter-wise targets, all-monthly channel partner’s incentives & payouts; ensuring optimum inventory levels with dealers to meet market requirements   **Highlights:**   * Stimulated ‘Smart-Build’, company’s flagship turnkey project undertaking to end customers to ensure higher revenues * Revamped the Western Zone market by reallocation of territories and inclusion of new Business Development personnel for improving lead management. Average volume 0f 400 MT per month * Fostered overall business compared to last 5 years by 15%; improved business partner morale   **Jan’08 – May’18 with Nitco Ltd., Kanjurmarg Mumbai as Deputy Manager- Business Development**  **Key Result Areas:**   * Organized factory visits for Architect teams to give them a better understanding of Manufacturing process & quality standards * Built relationships with architects & invited them to COCO stores to showcase range collection to help in finalizing product * Assembled samples for architects in their office as well as client site/office to ensure ease of selection and finalization * Collected PAN India reports which track visits and specifications to various architects & interior designers * Developed loyalty programs for architects to ensure repeat business and increasing Brand Loyalty * Imparted training to Business Development Staff on product and process specializations   **Highlights:**   * Engaged in standardizing report formats PAN India with specification and conversion targets with specification target of 15,000 sqm and conversion target of 7500 sqm.; the total business volume was about 12 crores a month * Designed the corporate presentation for architects with marketing team showcasing the various products and educating the architects with the latest technology & design ethos   **Apr’05-Dec’07 with R.A.K Ceramics, Santa Cruz, Mumbai as Asst. Area Manager**  **Key Result Areas:**      **PREVIOUS EXPERIENCE**  **Aug’04-Feb’05 with ICICI Prudential Life Insurance, Mumbai as Financial Services Consultant** | | |