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| **KRISHNAN RAMACHANDRAN** **Sales & Marketing| Construction-Building Materials** |

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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**

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| Business Vision & RoadmapChannel ManagementP&L / ROI Management | Visual MerchandisingStrategy & Policy FormulationSales, Marketing, Branding | Strategic Alliances & PartnershipsRevenue MaximizationRevenue & EBIDTA Growth |  |

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|  **SOFT SKILLS**Change Agent **PERSONAL DETAILS**Date of Birth: 28th September 1981Languages Known: Englsh, Hindi, Marathi, Tamil & MalyalamAddress: Flat No. 10, 2nd Floor, Avanti Apartments, Plot No. 107, Near CRWA Ground, Chheda Nagar, Chembur, Mumbai 400089CollaboratorThinkerPlannerInnovatorCommunicator |  **EDUCATION**

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|  | 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
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|  **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**  |