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| **T. AJAYAN**  Achievement-driven professional targeting challenging assignments in **Business Development, Sales & Marketing** with an organization of repute  ajay1mdu@gmail.com  +91-9962995172 | |
| **Profile Summary (Please Confirm)**   * An achievement-oriented professional offering **over 13 years’** experience in the field of **Sales, Marketing, Planning, Travel Management and Business Development** * Visited countries like **China, Germany, Hong Kong and Macau with the Group as Tour Manager** while working with **Orbit Goomo Corporate and Leisure Travels (I) Pvt. Ltd.** * Enhanced the **business performance** and ensured **achievement of future goals** by successfully **conceptualize and formulate strategies** * **Strategy Leader,** with expertise indevising **pricing strategies** for products, sales strategies, programs to improve sales opportunities; development of short & long-term strategic plans including annual business plans, promotion & innovation strategies with P&L & budget responsibility * **Successful career chronicle in** turning around business and enhancing the value of **operating business units** through process improvements focused on sales, the best practice identification & implementation * **Delivered outstanding business growth** outcomes in highly competitive markets by repeatedly exceeding targets, fueling marketplace presence & retaining account base * Innovation-focused **change agent** with success in applying pioneering **marketing strategies** to increase **customer acquisition, penetration & revenue** * **Excellence in working closely with distributors** to generate new business in existing accounts; mapping market trends to provide critical inputs for and formulation of business development initiatives and marketing strategies * **Team-based management style coupled** with the zeal to motivate individual peak performances; possess strong negotiation skills   **Core Competencies**   |  |  |  | | --- | --- | --- | | **Sales and Marketing** | **Business Planning** | **P&L Management** | | **Cost Estimation & Budgeting** | **Market Research** | **Client/Stakeholder Management** | | |
| **Soft Skill** | **Education**    **B.Com.** from Madura College affiliated to Madurai Kamaraj University, scored **68%**  **MBA (Finance & Marketing)** from ICFAI National College, Chennai affiliated to ICFAI University, scored **63%**  **2005**  **2007** |
| **Career Timeline**  See the source imageSee the source image  **Associate General Manager**  **Channel Development Manager**  Oct’08 – Mar’09  **Business Development Manager**  May’07 – Jun’08  Jun’08 – Sep’08  Mar’09 – Jun’18  **Associate General Manager**  Since – Jun’18  **AVP**  **Work Experience**  **Since - Jun'18: Tibro Tours Pvt. Ltd. as Associate Vice President**  **Key Result Areas:**   * Monitoring the sales performance of the executives, and handling associations and top corporate In Tamil Nadu and Andhra Pradesh * Spearheading team of 25 members and monitoring the entire operational work of branch like coordinating for **visa process, Airline ticket issuance, Hotel Reservation and payment collections**   **Highlights**:   * Successfully received the **Best Debut Award** in Business Tours division in the year 2009 * **Secured:** * **Second position in Business Tours** for the revenue and pax-size on all India basis in the year 2010 * **Third Position in Business Tours** for the paxs size on all India Basis in the year 2010 & 2012 * Promoted as **Assistant Manager** after a year of joining by achieving the targets prescribed by the Company * **Generated Business worth** **1 Crore** revenue for the year 2019 -2020   **Mar’09 - Jun’18: Orbit Goomo Corporate and Leisure Travels (I) Pvt. Ltd. as Associate General Manager –Sales**  **Highlights**:   * Administered the sales performance of the executives, and managed the associations and top corporate regarding **Business Tours** * Led a team of 15 members and monitored the entire operational work of Branch including co-coordinating for Visa Process, Airline Ticket Issuance, Hotel Reservation, Payment Collections and so on   **Oct’08 – Mar’09: Tata AIG Life Insurance as Business Development Manager**  **Highlight:**   * Performed the recruitment of Financial Consultants and trained them about the products and drove them for sales   **Jun’08 – Sep’08: HDFC Life Insurance as Channel Development Manager**  **Highlights:**   * Performed the recruitment of Financial Consultants and outsourced consultants for the consultant’s recruitment * Executed functions and topped the Chart from the 1st Month of the inception   **May’07 – Jun’08: Reliance Money**  **Growth Path:**  **Nov’07**  **Highlights**:   * Successfully sourced investment & financial products to clients by developing own database * Led a team of 8 members as an Associate Center Manager   **Personal Details**  **Date of Birth:** 13th May 1984  **Address:** 4/171 E Type 38th Street Sidco Nagar, Villivakkam, Chennai – 49  **Permanent Address:** 200, Kannappar Cross Street, Mullai Nagar, B.B.Kulam, Madurai, Tamil Nadu | |