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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**

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| **Sales and Marketing**  | **Business Planning**  | **P&L Management**  |
| **Cost Estimation & Budgeting**  | **Market Research**  | **Client/Stakeholder Management** |

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|  **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’08Jun’08 – Sep’08Mar’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 |