

RESUME

A.VENKATESAN

96770 06877
av_venkey@yahoo.com.
venkatesan6877@gmail.com



OBJECTIVE:

In quest for assignments in Sales & Marketing with a reputed organization where I can effectively contribute my skills and responsibility and can give my better performance

WORKING EXPERIENCE

- Working with “**MS AGARWAL FOUNDRIES PVT LTD.,**” as a Deputy General Manager–Tamilnadu (Channel & Project Sales) MS Life & AF Star TMT Steel Segment Since May 2023 to till date.
- Worked with “**MICROTEK INTERNATIONAL PVT. LTD.,**” as a State Head–Tamilnadu (Retail & Projects) Since July 2020 to April 2023
- Worked with “**FINOLEX CABLES LTD.**” as DGM Sales – Branch Head–Tamilnadu Since Nov 2015 to June 2020.
- Worked With “**HAVELLS INDIA LTD**” as a Senior Manager for Wires, Switches & DP – Tamilnadu Since Oct 2012 to Oct 2015.
- Worked with “**ABB LIMITED**” as Manager-Sales for Switch Gears & EWA Since Nov 2008 to Oct 2012.
- Worked with “**SCHNEIDER ELECTRIC INDIA PVT LTD**” as an Area Manager –Projects for Switch Gears & EWA/ Automation Since May 2003 to Nov 2008.
- Worked with “**Q-FLEXCABLESLIMITED**” as a Sr. Sales Officer for Wires since August 1999 to April 2003.

Total Work Experience	: 24Years.
Role	: DGM Sales &Marketing. -Tamilnadu.
Responsibilities	: Handling Branch & Team–Tamilnadu.

- ✘ Travelling all over Tamilnadu for business Development and Supporting Team Members.
- ✘ Handling C&F depot operations / Stocks / Materials Arrangements and Transport handling
- ✘ Follow up with HO team for all Inventory/ Recruitment / POP etc.,
- ✘ Handling OEM customers directly like Sun Direct, L&T, SPCL, NCC and Sterling Wilson etc.,
- ✘ Team Size: 27 in Branch

HANDLING PROJECTS & CHANNEL SALES

RETAIL MARKET / CHANNEL SALES

- ✘ Appointing Right distributor area wise in Tamilnadu.
- ✘ Depute Proper Sales Person to work with each distributor with proper beat Plan as per the distributor Territory.
- ✘ Update all Schemes in time to all the dealers and team.
- ✘ Organize Retailers / Dealers Meeting every 2 months once for all distributors in the Branch.
- ✘ Organize Electricians / Mason's Meeting on Every month for main Retailers for the assigned territory.
- ✘ Organize Engineers Meeting for all the key dealers
- ✘ Participate Main productive Exhibition
- ✘ Support Pop's to all Retailers / Dealers in Time.
- ✘ Giving Flex Boards and in shop branding to all the main Retailers.
- ✘ Develop and establish retailer network thru big distributors.
- ✘ Prepare Annual / Qtrly / Monthly/ Weekly business plan for all the distributors and ensure to achieve the sales target month on month thru our Sales Team
- ✘ Payment follows up in time to collect the same in time channel Partner wise.
- ✘ Ensure collections as per plan submitted by every month by adhering company policy for all OEM Customers.

PROJECT SALES

- ✘ Working with Live projects area wise to create the Project database and convert the same to Enquiry level thru team.
- ✘ Appointing Project dealers / Distributors in Tamilnadu.
- ✘ Getting product Approval from Leading Electrical consultants, PMC Consultants, Structural Engineers, Architects and Interiors
- ✘ Converting Prospective Customers to Regular Customers thru Effective follow-up.
- ✘ Update the Current Status to President Marketing & Director
- ✘ Visiting Industries, Builders, Electrical contractors on regular basis to take big project Orders.
- ✘ Making arrangements to conduct Builders, Contractors, Consultants and Dealers meet once in every six months.

- ✧ Visiting Govt. Sectors for product approval like PWD, CPWD, Police Quarters, Housing Board, Railways, Infra Projects & Metro Projects etc.,
- ✧ Visiting Reputed Hospitals, Colleges & Schools Projects.
- ✧ Visiting leading Textiles Showrooms & Jewelry Shop

SYSTEMS KNOWLEDGE

Hardware Platforms	:	Org Supermax, Pentium
Operating Systems	:	Windows 2000, Dos 6.22, Unix
Languages	:	Basic, FORTRAN, COBOL, Pasal & C
Packages	:	Ms-Office, Tally 5.4
DBMS	:	Oracle 7.x, Fox Pro, D base III Plus.

PROJECT PROFILE

B.Sc. (Computer Science)

Topic	:	Inventory Control System
Organization	:	Mohan Breweries & Distilleries Ltd.,
Software Environment	:	Fox Pro2.5
Hardware Environment	:	DOS

M.B.A (Marketing)

Topic	:	Analysis of criteria for placement Agro chemical indents by dealers with Companies / Distributors.
Organization	:	SPIC Limited.

PERSONAL PROFILE

Date of Birth	:	06.08.1977
Gender	:	Male
Marital Status	:	Married.
Father's Name	:	K.Alagesan
Spouse Name	:	V.Shanthi.
Daughter's Name	:	V.S.Roshini
Son's Name	:	V.S.Gautham
Communication Address	:	No.12 / 8, T-2, 3 rd Floor Bangaru Ammal Street, Veera Perumal Lane, Mylapore, Chennai-600004.
Mobile	:	+91 96770 06877.

EDUCATIONAL QUALIFICATION

S.No.	Course	Board/University	Year Obtained	% of Marks	Class
1.	B. Sc., (Computer Science)	Madras University	1994– 97	82%	I
2.	M.B.A. (Marketing)	Madras University	1997-99	68%	I
3.	PGDMM (Marketing Management)	Pondicherry University	1998-99	59%	II

DISTINCTION ACHIEVED

BDPS, SCM, BASIC, FORTRAN, COBOL, PASCAL & C (PRACTICAL),PROJECT –INVENTORY CONTROL SYSTEM DONE IN FOXPRO, MANAGEMENT ACCOUNTING

TRAINING UNDERGONE

- ✓ Mohan Breweries & Distilleries Ltd., (B.Sc., Main Project), Pondicherry.
- ✓ Devi Super Leathers (M.B.A.-Summer Training), Ranipet.
- ✓ SPIC Limited, (M.B.A.-Main Project), Coimbatore Districts.

DECLARATION

I solemnly declare that the information furnished above is free from errors to the best of my knowledge and belief.

Date:
Mylapore, Chennai

Yours faithfully,

(A.VENKATESAN)