



Vamsi Chakravarthi Kancharla

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### SENIOR LEVEL PROFESSIONAL

Sales& Marketing | Business Development | Key Account Management

An energetic sales & marketing executive with career in effectively managing marketing and business development aspects adept in projects & distribution platforms to increase sales & overall company productivity. Experienced in handling team of members and overseeing the activities those influence the key stakeholders & clients resulting in targeted growth. Adept in monitoring and reporting marketing objectives, to maintain necessary internal communications within the company. Pragmatic and result oriented.

### PROFESSIONAL PROFILE SUMMARY

An enthusiastic performer with 20+ Years of expertise in:

Sales & Business Development	Channel Management	Product Promotion
Market Research	Team Management	Key Account Management
Strategic Planning	Lead Generation	Influencer Management

### CORE COMPETENCIES

- Efficient in managing the existing accounts along with addition of new business accounts / partners / stakeholders / Influencers.
- Designing and forecasting sale strategies and executing them for target achievement by identifying the key enablers and accelerating growth factors.
- Achievement of sales target by responsible handling of markets by effective contribution of value/volumes.
- Handling new or top of the pyramid product mix and ensuring fair share of their contribution in annual business so on and so forth.
- Managing demand generation activities for new products penetration through assured services in target set of markets & segments.
- Effective handling & monitoring of business influencers performance in the aspects of sales, collection, profitability, and service level.
- Propelling customer centric operations and ensuring client satisfaction by achieving delivery timeline & service quality norms.
- Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.

## PROFESSIONAL ACCOMPLISHMENTS

- Recognition on the Spot award bagger for THRICE towards efforts in customer conversion, demand generation & new products penetration arenas.
- Managed the market individually earlier, currently catered by 3 sales Officers.
- Achievement of yearly budget for consecutive 5 years with average budgeted growth of 35%
- Ensured technical abreast on nascent products across construction chemical industry with a technical know-how trajectory from paints to protection coatings involving acrylic, bitumen, polyurea chemistries, polyurethane floorings, specialty coatings, basic repair & rehabilitation aspects.
- Managed projects pertaining to critical accounts like Dr. Reddy's, Biocon, Yokohama, HUL, Reliance, Hero MotoCorp, UB group, L&T, CPWD, MES, DRDO etc.,

## ORGANISATIONAL EXPERIENCE

**Company:** STP Limited  
**Designation:** - Area Sales Manager  
**Period:** September 2019 to till date.  
**Location:** - Vishakhapatnam

### Job Profile:

- In charge of Sales activities in Andhra Pradesh.
- Reporting to Senior Regional Head.
- Promoting Protective Concrete floor & water proofing in the region.
- Execution of Water proofing & painting contracts on turnkey basis.
- New product launching.
- Providing Technical services.
- Strengthening dealer /distributors and applicator network.

**Company:** Shalimar Paints Limited  
**Designation:** - Area Sales Manager- Protective coatings  
**Period:** February 2014 August 2019.  
**Location:** - Vishakhapatnam

### Job Profile:

- In charge of Sales activities in Andhra Pradesh.
- Reporting to Zonal Sales Manager.
- Prospecting, generating enquiry, win new accounts.
- Expanding in new territories.
- Relationship management with key decision makers of the Key customers.
- Key account management.
- Debtors' management.
- Extensive travelling to project sites, new locations.
- Contract negotiations and management.
- Ability to handle customer complaints.

**Company: STP Limited**  
**Designation: - Assistant Manager-sales"**  
**Period: April 2012 to February 2014**  
**Location: - Vishakhapatnam**

**Job Profile:**

- In charge of sales activities in Andhra Pradesh.
- Handling Water Proofing &Insulation, Road Surfacing Protective & anti Corrosive coatings.
- Marketing Epoxy Flooring Sealants & Adhesives.
- Monitoring Turnkey projects.
- Preparation of Daily Site Reports, Material Request forms.
- Registration of Technical Complaints and Rectification.

**Company: Clean coats Pvt. Ltd.**  
**Designation: - "Sr. Technical Executive Sales protective coatings"**  
**Period: October 2009 to November 2011.**  
**Location: - Vishakhapatnam**

**Job Profile:**

- To monitor sales activities in Andhra Pradesh.
- Execution of Turnkey projects.
- Preparation of Daily Site Reports, Material Request forms.
- Attending Technical Complaints and Rectification.

**Company: CDC Carboline India Pvt. Ltd.**  
**Designation: - "Technical Executive Sales -Protective coatings"**  
**Period: March 2004 to October 2009.**  
**Location: - Vishakhapatnam**

**Job Profile:**

- Protective coatings sales in Andhra Pradesh.
- Technical services & Monitoring Turnkey projects in Refinery segment.
- Preparation of Daily Site Reports, Material Request forms.
- Registration of Technical Complaints and Rectification.

## ACADEMICS

- BA, MBA (From AU)

## PERSONAL DETAILS

- Date of Birth: 28th Nov. 1982
- Languages: English, Hindi & Telugu
- Marital Status: Married