



## GIREESH KRISHNA KADIMI

LEADERSHIP FOR BUSINESS OPERATIONS TRANSFORMATION & PROCESS IMPROVEMENTS; Strategic Executive position with illustrious career & success in establishing & directing company's expansion & planning initiatives; driving changes across the organizational boundaries, establishing new processes, and achieving business growth objectives in regional and rapid-change environments.

 gireeshkadimi@gmail.com  +91-9492386303

 <http://linkedin.com/in/gireesh-krishna-kadimi>



### Profile Summary

- Seasoned Professional offering 10+ years of transformational vision in setting-up business operations from scratch and steering competitive Go-To-Market Strategies for Driving Sales, Accelerating Business Growth.
- Skilled in building Productive Channel Partnerships/ Strategic Alliances, Delivering Top Line & Bottom-Line Impact and Achieving Multi-Fold Revenue Increase. Qualified Civil Engineer extensive knowledge in White & Grey Cement, Wood paints, Tile adhesives & Tile Grouts, Mivan shuttering, Different types of formworks, anchor fasteners, bolts, pipe fittings, power tools, construction chemicals (joint sealants, grouts, waterproof coats & concrete ad-mixtures).
- Adept in establishing policies that promote company's culture and vision, building strong relationships with Institutional Clients/ Key Accounts and ensuring delivery of quality, customized products for high customer-satisfaction & repeat business.
- Successfully enhanced brand visibility & bagged high-valued contracts through focused Consultative Selling, Marketing/ Advertising Campaigns, ATL/BTL activities, Brand Communications, Retail Visibility, Digital Marketing & E-Commerce

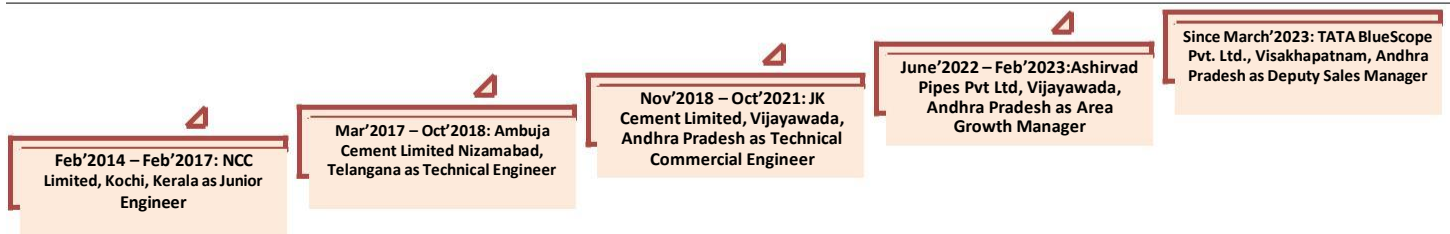
**Member of Indian Concrete Institute ~ Green Belt Holder in Sigma Six**



### Areas of Excellence

~ Team Leadership ~ ~ Channel Partnerships ` Distribution ~ Project, Channel & Direct Sales ~ ~ Customer Relationships/ Stakeholder Engagements ~ ~ New Market Penetration/ Product Development ~ Reporting & Analytical skills ~ Digital & Social Media Marketing ~ ~ KPIs Monitoring ~ MIS Reporting ~ MS Office ~ Selling Skills ~ Negotiation Skills ~ Relationship Management ~ Business Development ~ Product Specifications Management ~ Project Management ~ Good Communication Skills ~ Teamwork ~ Pricing strategy ~

### Career Timeline



### Professional Success

**Since March'2023: TATA BlueScope Steel Pvt Ltd., Visakhapatnam, Andhra Pradesh as Deputy Sales Manager**

- Highlights**
- Handling Entire Andhra Pradesh Sales operations for Lysaght division (Roofing & Wall Cladding PPGL, GL Sheets).
  - Establishing and developing network of Structural Consultants, Contractors, Industrial Clients like Cement, Steel, Pharma, Petrochemicals and Oil & Gas customers and Industrial Architects.
  - Understanding engineering drawings and technical aspects of selling.
  - Decide and implement action plan to develop market for Lysaght products
  - Pre-qualification with PSU's and government department
  - Making technical presentations to key customers
  - COLORBOND Sheets selling especially painting system like Regular Modified Polyester, Silicon Modified Polyester & Super durable polyester.
  - Working closely with sales team to convert specifications into sales
  - Deployment of Market development plan including training program / channel development etc.
  - MIS / Daily management.

**June'2022-March 2023: Ashirvad Pipes Pvt. Ltd, Vijayawada, Andhra Pradesh as Area Growth Manager**

- Highlights**
- Perform sales activities for major accounts and negotiate sales price and discounts in consultation with RGM
  - Map the key projects in the area and allocate them to the sales team.

- Maintain continuous relationship with Key EPC Contractors like L&T, Shapoorji Pallonji, KMV, NCC LTD, Aparna Constructions, Megha etc.
- Create beat plan for TGEs and TGMs and monitor its adherence; assist them in establishing personal contact and rapport with key influencers, decision-makers in the area.
- Monitoring B2B Sales for Plumbing division and B2C Sales for Newly launched Faucets division.
- Liaise with major accounts and negotiate sales price and discounts in consultation with RGM.
- Drive and monitor distributor performance on metrics of sales, on-time delivery, query resolution.
- Provide recommendations on new distributor appointment and distributor management system.
- Constantly gather market and competitor intelligence, evaluate market trends and provide updates to RGM, along with recommendations for tackling.

#### **Nov'2018 – Oct'2021: JK Cement Limited, Vijayawada, Andhra Pradesh as Technical Commercial Engineer**

##### **Highlights**

- Pivotal in working on critical projects with channel partners to achieve business goals.
- Handled business operations for 5 major districts including Krishna, Guntur, West Godavari, Prakasham & Nellore.
- Closely monitored significant projects and collected payments from them, as well as provided help to channel partners.
- Successfully generated business of 15 lakhs per month through VAP products.
- Played a pivotal role in securing brand approval for our products in the R&B department.
- Regular visits to Government bodies like MES, CPWD, Police Housing Corporation, APTIDCO, R&B, NBCC, AAI Etc for product Enrolments.
- Played crucial role in appointing channel partners for **newly launched PU Range of Italian Wood finishes**.
- Dealt in White Cement allied products as JKC Wood Amore (Italian Wood Finishes), JK WallmaxX (White Cement based wall putty), JK ShieldmaxX (Universal Waterproof putty), JK LevelmaxX (Coarse Putty), JK PrimaxX (White Cement Based Primer), JK GypsomaxX (Premium gypsum plaster), JK PlastomaxX 90 (Perlite based lightweight gypsum plaster), JK TilemaxX (Tile Adhesive, Premium Epoxy Grout and Premium Cementitious Grout).
- Implemented productivity benchmarks across all departments to maximize company revenue.
- Visited project sites to interact with masons, contractors, engineers to understand their needs, conduct product demos and perform water testing. Participated in strategic planning meetings and attended operational meetings.
- Participated at regional and national trade shows and conferences on behalf of the department.

#### **Mar'2017 – Oct'2018: Ambuja Cement Limited Nizamabad, Telangana as Technical Engineer**

##### **Highlights**

- Ensured that all operating costs were managed within allocated budget requirements; continually devised cost saving initiatives.
- Supported sales teams in the achievement of sales targets; ensured being equipped with adequate information and collateral
- Delivered technical presentations to the Government bodies as Telangana police Housing, R&B, to name a few.
- Attended to complaints related to the products and resolved it; maintained record of all the complaints in a systematic manner.
- Instrumental in generating bills for Authorised Builders, contractors and Channel partners. Got business of nearly 10 lakhs per month through channel partners and key projects.
- Rendered training programs for Engineers, Architects & Contractors, Foreman, Applicator, Masons & Painter; educated them for application as per the requirement.

#### **Feb'2014 – Feb'2017: NCC Limited, Kochi, Kerala as Junior Engineer**

##### **Highlights**

- Pivotal in planning of activities as Levelling, Constructing Activities, Alignment, Bar Bending Schedule & Post Concreting Works.
- Successfully executed major rooms like Brach therapy & Linac Radiation Rooms with 20°C Temperature Concrete.
- Closely monitored the finishing works: Blockwork, Plastering, Water Proofing, Tiling, Marble Flooring, Painting, Door and Window and Metalworks as per NCC standards.
- Generated bills for Authorised Builders, contractors and Channel partners. Prepared procurement plan in coordination with procurement department, ensure timely delivery of material at site.
- Managed Lakeshore Hospital Project from Feb'2014 – Feb'2017 costing INR 55 Crores



## **Education**

**Master Of Business Administration (Construction Mgmt.)** from Kochi, Kerala

2016

**Bachelor Of Engineering / Bachelor Of Technology (Civil Engg.)** from Nagarjuna University, Guntur, AP

2013



## **Personal Details**

**Languages Known:** English, Hindi, Telugu, Malayalam & Tamil ~ **Address:** Visakhapatnam – 530041, Andhra Pradesh