

ASLAM.K.A.

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Over 17 years of successful experience in : Sales & Marketing ■ Business Development
■ Channel Management ■ Brand Management ■ Client Relation ■ Customer Service

Profile Summary

A professional with over 17 years of excellence in operations leadership in unique challenging situations with proven ability in Sales & Marketing, Channel & Distribution Management, Key Account Management, Business Development, Customer Service and Relation, Profit Centre Operations, People Management, Brand Management.

Core Competencies

- Adroit in handling business development, Identifying & developing new markets along with the existing, client retention/relation, Market Research, Channel and Distribution Management and achieving set targets.
- Well experienced in Customer Service and Warranty settlements.
- Hands on experience with Original Equipment Sales and Service.
- Proficient in preparing business plans, competitors profile and monitoring operations at regular intervals with focus on profitability & demonstrated acumen in handling distribution.
- Proven ability in achieving targets, opening new and profitable products and services, exploring new markets, setting up business/branches at untapped markets for business growth, client mapping, developing teams and streamlining sales, marketing & customer service operations.
- Exposure in product positioning, new product launches, handling distribution network, brand management and market development.
- Experienced in conducting competitor analysis to study market trends.
- Resourceful at maintaining relationships with end users by resolving their service related critical issues and attention at all time.
- Possess effective communication, interpersonal, problem solving & negotiation skill with ability to coordinate with principal/suppliers /overseas partners & team members.
- Distinction of planning, directing and coordinating the operational activities at the highest level of management with the help of associate managers.
- Profound knowledge in multinational cultures and consumer behavior with skills in interacting with customer from different nationalities, meeting their requirements through efficient handling skills as well as moulding the product plans according to their feedback.
- Hands on experience in various Sales Promotional activities, Inventory Control and Management, Receivables Management.
- Training & Development to the personnel at the company owned outlets.

Significant Accomplishments

- Amplified customer / dealer base by 70% by maintaining effective relationships, customer service and technological updates.
- Successful in increasing market share by 20% by conceptualizing & implementing tailor made sales promotional activities as a part of brand building & market development effort.
- Acknowledgement received for managing skillfully the branches, channel partners, principal/suppliers and continuous offers and sales promotions.

ORGANIZATIONS

ECW Consultants Pvt. Ltd. (eCarWorld.in) Kochi – Since August 2017 as **Marketing Manager**. *eCarWorld* is the India's first Peer to Peer lending platform (NBFC-P2P) for car finance which connects between potential buyers and investors.

ESCORT TRADING CO. W.L.L (Qatar) SINCE JUNE 2010 –MAY 2017 as **Sales & Marketing Head**. Is a multi-brand automotive products unit of Sheikh Jabor Bin Thamer Et Al Thani group. The Company deals with reputed tyre brands like Bridgestone, Dunlop, Yokohama, Kumho, Birla Tyres and Acdelco & Yuasa brand batteries apart from other ancillary products.

INTERNATIONAL TIRE CENTER W.L.L (Qatar) SINCE MAY 2008 – MAY 2010 at Kingdom of Bahrain as **Sales Manager**. International Tire Center is the authorised representative and distributor of Goodyear, Falken, Solideal, MRF, TVS Tyres.

IMALCO (Qatar) SINCE MAY 2005 to APRIL 2008 as **Sales Manager**. IMALCO is the sole agents for Continental AG, Hankook, Birla brand of tyres and Furukawa (FB) Panasonic, Varta (Germany) brand of batteries and DuPont automotive paints and Agip brand of lubricants besides other allied automotive products.

CEAT LTD (India) December 1998 to April 2005. Worked in Vijayawada and Hyderabad Regional Offices as **Senior Sales Officer / Product Evaluation & Customer Service Officer**.

EDUCATIONAL QUALIFICATIONS:

- Master Degree in Business Administration – (M.B.A.) Bharathiyar University. Specialization – Marketing & Finance.
- Bachelor's Degree in Commerce – Calicut University.

ADDITIONAL EXPERIENCE & HONOURS:

- Holds Certificates from Continental and Hankook for the examinations and training attended at their respective headquarters.

PERSONAL DOSSIER:

Date of Birth : 5th May 1976
Languages Known : Fluent English, Hindi & Malayalam
Conversant with Tamil, Telugu & Arabic