



CORE COMPETENCIES

- 24+ years of experience in terms of the profile, my category experience includes Wafers, Biscuits, Chocolates, Confectionery, Ready to cook, Beverages, cooking oil, Men's grooming, OTC (Pain management, Cold cough, and allergy, Acne care, Personal hygiene) and cosmetics.
- A thorough professional with good analytical, communication, and team player skills. A firm believer in detailing strategies for successful implementation. Worked and grown in an entrepreneur-driven professional environment with an emphasis on achievement and stability.
- Strategic leader recognized for quantum growth in the business by establishing robust consumer franchisee and innovation pipeline.
- Prudent in identifying profit pools within the value chain and Trustworthy and adaptable people manager – garnered respect for the team playing and leading capabilities.
- Passionate business leader with high perseverance on ideas and initiatives.
- Regional promotions, Ensure ROI, maximize business goals and revenue by advancing sales channels, implementing distribution and pricing strategies.
- Implement the monthly sales plan by salesman, outlet, and follows up the execution daily by monitoring the daily sales reports, customer record cards, and merchandising reports.

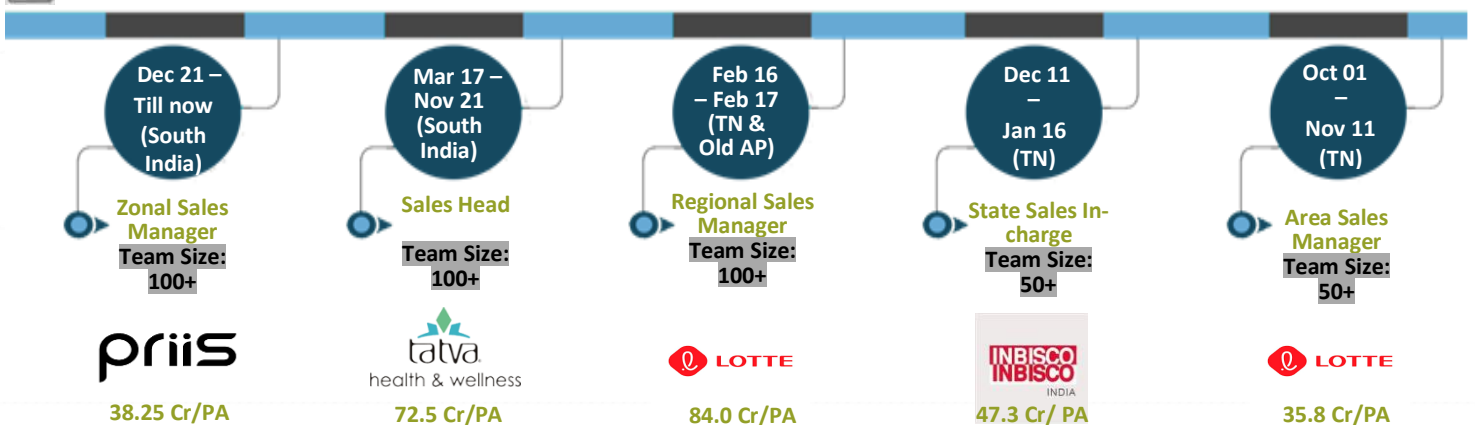
SOFTSKILLS



EDUCATION

-  AMIE, 1988 – 75.55%
-  B.Sc, 1992 – 65.45%

CAREER TIMELINE (Recent 5)



SKILLS SET:

Windows 11

MS – Office & Mac

Date of Birth : 12th Dec 1969
Languages : Read & Write: English, Tamil & Hindi
Speak: English, Tamil & Malayalam
Marital Status : Married
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