

Jeevan Philip

ERNAKULAM, KOCHI

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Summary

Highly motivated professional with progressive marketing and sales accomplishments in Consumer durables, Newspaper industry, Plastics and Industrial raw materials. Possess the ability to work well with others and under pressure while able to meet tight deadlines. Also has the capability to learn quickly and utilize new skills. A self-starter, exhibiting high work ethic, dedication, integrity and competence.

Experience

Total of 30 years experience in the field of Sales and Marketing with various products like Polymer colours (masterbatches), Printing and packaging, consumer durables, publications and advertising.

J.P. ASSOCIATES

Director, Marketing

Kochi, Kerala.

(2018-Present)

This is a distribution company for Plastic & Chemicals in the state of Kerala, South India. Presently distributor for M/s Perfect Colourants & Plastics Pvt. Ltd. for their Black & White Masterbatches, Colour Masterbatches and Additives in Kerala, India.

MAMPILLY POLYMER TRADERS

Marketing Manager,

Five years (2013-2018) placed at Kochi.

This company is into the distribution of Polymer colours (Masterbatches and pigments) for the Plastic industry; Liquid Inks, Adhesives for flexible packing and other related products for moulding, printing etc.

Mampilly Polymer Traders is the sole distributor for **Alok Masterbatches Pvt. Ltd., Huber group India** (for liquid Inks & Adhesives) **in Kerala** and deals with Kevichem, National Chemicals etc. We are the largest market shareholder for Masterbatches in Kerala and achieved considerable market share in liquid Inks.

The marketing manager is responsible for the entire Marketing activities of the company reporting to M.D., and leads a five-member sales executive team and a sales engineer.

Main Responsibilities

- 1) Market planning and Strategies
 - Prepare Market plans and implement them
 - Develop sales strategies and set targets
 - Ensure monthly target is achieved
 - Keep up to date information about the company's products as well as competitors
- 2) Customer Development
 - Manage the entire sales cycle from lead generation to prospecting, arrange appointments, prepare proposals and presentations, and negotiate and close the sale.
 - Establishing, maintaining and expanding the customer base
 - Resolve customer complaints & issues
 - Actively target and build prospective client relationships
 - Identify and target influential people inside the client, customer & third-party organizations and build a relationship with them.
 - Manage corporate clients
- 3) Sales Team Management
 - Leading and directing sales Executives and service engineer
 - Setting sales targets for individual executives and team as a whole
 - Recruiting and Training sales staff
 - Monitoring team's performance and motivating them to achieve targets
- 4) Reporting
 - Generating, compiling and analyzing sales & collection figures
 - Submit monthly /quarterly/Annual reports to M.D.
- 5) Customer accounts management
 - Work closely with the accounts department to ensure that the accounts manager is updated with relevant details.
 - Receivables Management and Logistics.
- 6) Interacting and communicating with all supplier organizations like Alok, Huber etc. and managing affairs related with them.
- 7) New Product addition/Development
 - Identify and develop new products
 - Maintain up-to-date information regarding all industry trends, issues, and news.
 - Attend industry trade and consumer events along with networking opportunities and other relevant meetings/seminars.
 - Attend industry exhibitions for new product awareness

8) Budgeting & Pricing

- Providing inputs for budgeting of cost involvement with respect to business development, marketing / promotional activities.
- Pricing of products and managing profitability.

9) Office Administration

Main achievements

- Achieved market leadership within a year in Masterbatches (with 50% market share) and other Polymer moulding products
- Reduced receivables period to 60 days in case of Masterbatch.
- Achieved 20% market share of Flexible packaging Inks within two years period.
- The customer base has been doubled within a period of one year.
- Overall turnover of the company increased to six times.

S. J. ASSOCIATES.

Manager, Sales-Kerala

14 years (1998-2012) Placed at Cochin / Kochi

This company is into the manufacturing and trading P.O.S materials and other advertising articles used by consumer product/marketing organizations in India. I manage the dealer/commission agents network throughout Kerala, reporting to the managing director.

Main Responsibilities

- Duties related to the regional function
- Sales and promotion of products through dealers/commission agents/corporate clients.
- Build dealer/commission agents network in Kerala market
- Manage corporate clients directly
- Receivables Management and Logistics
- Manage the sales order execution in expected time through vendors/subcontractors
- Negotiate with transporting agents/delivery agents

Main achievements

- Achieved sales growth over 10 times in a period of 14 years.
- Introduced products like polyfoam carry bags, polyfoam advertising materials, inflated balloons etc., in the Kerala market.
- Developed vendors for fabrication of certain products from local market reducing cost and time.
- Reduced the receivables period to 60 days from an average of 180 days.
- Developed 16 dealers/ commission agents in Kerala for the company.

Reason for leaving: for better prospects.

Malayala Manorama Co. Ltd.

Executive, Circulation

4 years (1994-1997) Placed at New Delhi

The company has been at the forefront of the publishing industry since 1888 and is one of the pioneers in the field of newspaper/magazine publishing in India. It has products in English, Malayalam & Hindi. Besides the largest selling regional daily and weekly, company publications include The Week- English newsweekly, Manorama Year Book –largest selling yearbook in India, Vanitha- woman's magazine etc. Reporting to Sr. sales Manager-All India, managed a three-member circulation team in the northern region of India, headquartered in New Delhi.

Main responsibilities

- Regional office administration
- Sales and promotion of company's products (newspaper, magazines, yearbook etc.) in the region
- Managing Institutional sales
- Dealer management/development
- Managing dispatch/distribution of products
- Management of receivables
- Vendor development related to publicity materials
- Planning and execution of promotional activities
- Market intelligence (analyzing and reporting new trends in circulation in the region to the top management)

Main achievements

- Achieved 100% sales growth in the sale of The Week –newsweekly
- Achieved 60% sales growth in Manorama yearbook
- Achieved over 40% sales growth in sales of other products.
- Successfully introduced company's products in institutional sale field by getting corporate order for Manorama yearbook from M/s Jagson Pal Pharmaceuticals, Delhi
- Introduced "The week" in the institutional sales field as in-flight reading material for Airlines and room reading materials for five-star hotels.
- Developed dealership/agents in non-represented areas of the northern region and made companies' products available even in small towns of north India like Betul, Chindwadah, Chittorgarh etc.
- Developed a new forwarding agent to reduce the time receiving the weekly magazine by upcountry agents. This has ended up in an increase in sales for the company.

Reason for leaving: due to family problem (father's illness) forced to relocate to home town

Hawkins Cookers Ltd.

Asst. Sales Officer

2 years (1992-1993), placed at New Delhi

The company is the leading brand in India's pressure cookers and cookware market. Reporting to the Zonal sales officer, it was a territory management position looking after sales and distribution of the company's products in the assigned area.

Main responsibilities

- Sales and promotion of company's products through dealer/distributor network
- Dealer/distributor management
- Receivables management
- Depot management
- Co-operative publicity
- Merchandising and other consumer promotions
- Handle consumer complaints

Main achievements

- Achieved a sales growth of 6% during the tenure from the designated territory
- Appointed and developed 4 new distributors in Sadar bazaar, Delhi, the biggest wholesale market in India
- Developed 14 new dealers attached with company's distributors to make products available even in small markets of Delhi
- Achieved co-operative publicity targets

Education

Aligarh Muslim University

Master of Business Administration - MBA, Marketing

1989 – 1991

Aligarh Muslim University

B.Sc., Physics

1986 – 1989

Language

Can read, write and speak

ENGLISH, HINDI, MALAYALAM

Personal

Sex	:	Male
Age	:	55 Years
Marital status	:	Married
Religion	:	Christian
Caste	:	Orthodox Syriac Christian
Nationality	:	Indian

(Jeevan Philip)

