

## CURRICULUM VITAE

### **KANNAN. M**

6, East Main Road,  
Anna Nagar West Ext.,  
Chennai, Tamil Nadu – 600 101.  
Mobile: +91-94443 70832  
e-mail: kannanmbsd@gmail.com

### **OBJECTIVE:**

An Incisive Leader concentrating on Profit Centre, seeking Challenging career with improvements based on performance in Sales, Marketing & Business Development Management.

### **PROFESSIONAL PROFILE**

- **Kantaflex (India) Pvt. Ltd.,- Chennai, Tamil Nadu - Business Development Manager** – Handling – Tamil Nadu, Kerala, Maharashtra & Gujarat (Manufacturers of Architectural Expansion Joint Systems, Bridge Bearings, PVC Water Stoppers, EPDM, Neoprene / Rubber Sheets, PVC Handrails & Noise Barriers - serving to Construction Industries) - (**August 2018 – Till date**)

### **Primary Responsibility:**

- Lead Generation, Order Conversion and Prepare Business Plan on business design, structure, process and operating plans.
- Monitoring existing Customers and retaining regular Business, responsible for Marketing & Sales and working with dealer to capture market share to achieve revenue and brand objectives.
- Planning, implementing and responsible for goal set, performance review of Marketing & Sales team.
- Adopt various terms for pricing structures & payment terms to achieve Gross Margin & profitability with Credit period, PDC, LC by assessing the customer.
- Responsible for liquidating and handling stocks and to maintain minimum average stocks of all products all the time.
- Strategize and plan the sales process management, forecasting, pricing, key account management, performance and seek reasons and actionable steps to close the gaps.
- Conduct effective and accurate market research and apply this information to increase market share by effectively using Digital Marketing.
- Responsible for reporting system to all the team members to review the business on daily, weekly & monthly basis.
- Conduct regular meeting with customers and sales team to discuss target status, product training & sales strategy.
- Monitor and analyze all marketing and sales reports received from regional office and also customer feedback.
- Coordinate, prepare & launch new products for the assigned market(s) with cooperation of the respective sales department in the respective regions.
- Ensure the confidentiality of the customer list, mailing lists and other sensitive company information.
- Coordinate with administration, commercial and production departments to ensure timely orders & smooth function of action in the system.
- Collecting Payments & required necessary forms as per company's terms and achieving Nil Bad Debt.
- Responsible for Recruit, Coach and develop high performing Field Sales Team, Inhouse Telecalling & Back-End Support Team.
- Responsible to appoint new dealers in prospective territories and to improve sales with nil bad debts.
- Follow SAP system from execute P.O till receipt of material at customer end.
- Reporting Dept Head & Management Committee members.

### **Previous Experiences:**

- **Indian Chemical & Minerals-Tamil Nadu**, (Manufacturer of Calcium Carbonate & Filler Master batches) – (**June 2016 – Aug-2018**) as **Senior Sales & Marketing Manager** – Handling South India, Supplying to PVC Pipe Manufacturers, Paint Manufacturers, Polymers, Papers, Masterbatch Manufacturers, Rubber Industry, PVC Foam Board Manufacturers, Chemical Companies, Food & Fertilisers Industries.

- **Prakruthi Associates, Coimbatore, Tamil Nadu– Manager – Oct 2010 – June 2016 (5.8 Years)**
  - Construction Company – Responsible for Client Handling, Liaisons with Government department, Business development for new construction projects, handling Engineers, Supervisors, Contractors and Material Management.
  - Generating new business from existing clients and from their references.
- **ICICI BANK – Manager Debt Services from Jan 2006 to Oct 2010(4.9 Years)**

Manager - Debt service portfolio of Mangalore, Chennai and Coimbatore ROTN.

- Managing collections effectively and reducing delinquency.
  - Supervising the Tele-Calling team and Field Collections for effective Bounce-Calling.
  - Compiling and preparing MIS ; Refresher training programs for collection and verification agencies for better functioning
  - Setting targets to individuals and agencies & Managing cost centre
  - Liaisoning with the police & the law ; Conduct timely audit of the agencies and of the in-house.
  - Capacity planning in Collections and field investigation
  - Maintaining healthy relationship with competitors and getting information on market defaulters
  - Ensuring collections without any negative publicity for the company.
  - Appointing and monitoring the collection agencies and field investigation process
- **Ayiswarya Polymers- (Resin Manufacturing Company) – Sales Manager from Nov 2001 – Dec 2005 (4 Years)**
    - Sales Manager for Unsaturated Polyester Resins catering to Marine Industry(Boat Building)
    - Building Industry such as Fibre glass doors, chairs, tables, bathtubs, rooflite sheets
    - Automobile Industries such as in Bus body building – dashboard, panels, roof top coating and interior designs
    - Industrial Applications and Chemical Process Equipments
    - Managing existing dealers and appointed new dealers finding out prospective territories.
    - Achieved targets through Dealers from the respective territories and also through projects.
  - **Pioneer Hi-Tech IT India Pvt. Ltd., - Customer Relations Officer from Oct 1999 – Oct 2001(2 years)**
    - Software Developing Company, developing Readymade and Customised Packages, comprises of Accounts, Payroll, Inventory and Vehicle Maintenance for Transport Companies catering Coimbatore region.

### **EDUCATIONAL QUALIFICATION**

- **M.F.C. (Master of Finance and Control)**
  - C.M.S.College of Science and Commerce – Coimbatore (1997-1999)
    - (Affiliated to Bharathiar University-Coimbatore)
- **B.Sc., Computer Science**
  - C.M.S.College of Science and Commerce – Coimbatore (1994-1997)
    - (Affiliated to Bharathiar University-Coimbatore)

### **COMPUTER PROFICIENCY:**

- MS-Windows 10 / 8 / 2000 / NT
- Familiar with all MS- Office, MS Outlook, OpenOffice & ERP.

### **PERSONAL DETAILS:**

Date of Birth	:	15 <sup>th</sup> September 1975
Languages known	:	English, Tamil, Malayalam, Kannada & Hindi.
Sex	:	Male
Marital Status	:	Married
Nationality	:	Indian
Hobbies	:	Reading Books, Sports and Travelling.
References	:	Available on Request

### **DECLARATION**

I hereby declare that the above mentioned details are true to best of my knowledge.

(KANNAN. M)