

M L Muthiah

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TOP MANAGEMENT/MARKETING PROFESSIONAL

A strong visionary professional with excellent track record in Infrastructure and Construction industry.



Result-oriented professional with entrepreneurial drive & market acumen for success across multiple ventures; offering **nearly 26 years** of rich & qualitative experience in **Sales & Marketing and New product introductions**. Revitalized businesses for the company by identifying & capturing business opportunities and positioning the organization to the next level of growth.

Insightful experience in **managing** with key focus on bottom-line profitability and customer satisfaction by ensuring optimal utilization of resources as well as handholding of business partners & other key stakeholders. Track record in **setting up / finalizing company's vision, mission & values** and bringing continuous efficiencies in expenditure through operational controls & technology initiatives along with driving Green Energy initiatives.

Collaborated & coordinated with institutes like **IRC, NHAI, CPWD, MES & EIL for concept selling**. Identified target markets and established successful plans to develop them, thereby bringing in **additional revenues**. Proven track record in **exporting the products** to neighbouring countries.

Rich experience in **introducing & promoting new products**, planning & designing roadmap and assessing market opportunity based on synergies with existing business set-up; expertise in business feasibility survey, selection of products, price position and placement.

Exhibited excellence in **directing cross-functional teams** by using interactive & motivational leadership skills with an equal desire to win. A Keen Planner & Strategist & Business Accelerator with skills in **translating abstract concepts, theories & methodologies into user-friendly solutions** that clearly support business needs and enhance revenue generation

Key Impact Areas

- Strategic Business Planning
- Sales & Marketing
- New Business Development
- Profit Centre Operations
- P&L Management
- Go-To-Market (GTM)
- Market Penetration
- Channel Management
- Key Account Management
- Vendor Management
- Product Promotions
- Training / Team Building & Leadership

Education

Post Graduate Diploma in Marketing Management (PGDMM) from IIM Kolkata 2007

B.E. (Civil Engineering) from ACCET Engineering College, Karaikudi, TN in 1992

Leadership Benchmarks

At IWL India Ltd.:

- Steered efforts in attaining the growth for company by bagging large projects in Bangalore Metro and Chennai Metro during 2011-2014
- Increased the Sales of Western India in 2000 where company could not cater to the requirements because of capacity constraints
- Designed & implemented strategies which helped company to achieve huge profits with the introduction of new product Electrical Insulation Membrane and got it approved in Delhi Metro Rail followed by Bangalore Metro Rail and Kochi Metro rail.
- Instrumental in setting up 2 Factories (Green Field) and acquisition of OEM clients
- Excellent Track record in managing the Key accounts with continuity for several years
- Won the companies first Govt OEM contract from BPCL Kochi.
- Proven track record of maintaining market leadership in project sales in Emulsion in South India to several key accounts.
- Member of BIS (Bureau of Indian Standards) to develop IS codes and draft standards for Membrane industry
- Steered efforts in augmenting the sales YoY continuously for 4 years
- Amplified the customer base by maintaining effective relationships

At Vasanth Builders Ltd.:

- Spearheaded a team of 6 colleagues and organized promotional events in exhibitions to market flats which was a new concept then.
- Gained experience in new areas in Vendor management.
- Joined the company as Sales Executive and reached to the level of Heading New Customer Service Dept within a short time
- Bagged order for flats from Singapore Airlines and Citibank customers in good numbers which was a milestone for the company.

Work History

Since Dec'94	IWL India Ltd, Chennai
Growth Path:	
1993 – 2001	Marketing Engineer at Chennai and Bangalore
2001 – 2004	Regional Manager - South
2004 – 2008	Regional Manager-South & East
2008 – 2011	DGM
2011 – 2015	GM
2015 – 2018	Sr GM
2018 – 2021	Head -Sales
2021 – ...	Head – New Opportunities & Business

Key Result Areas:

- Building, leading & supervising a team of Sales Staff of different grades
- Formulating & implementing sales kit including Price List, Brochures, CD, Technical Folder, and so on
- Designing & implementing the periodic business plans & strategies in coordination with macro plans of organization; planning & scheduling individual / team assignments to achieve preset goals within quality & cost parameters
- Mapping business requirements and coordinating in developing & implementing processes in-line with pre-set guidelines
- Preparing long-term / short-term strategic plans to enhance operations, profitability & revenue; spearheading business processes & strategy, inclusive of researching, establishing & developing new processes
- Administering the marketing promotional activities like magazine advertisement, interview, company brochures, flyers, and so on
- Negotiating with vendors for better raw material prices, as well as marketing of new product / concept
- Administering exports, developing product specification for Sales Staff, imparting product technical training for internal & external customers and monitoring technical data sheet development of the products
- Contributed in International tie-up / association for product and product Development through R&D after market research
- Bagged the first international contract for the company in Bangladesh in the year 2015 and completed in a record time generating good volume and value for the company
- Successfully launched Emulsions in 2007 in TN and established business and growth amidst the presence of Giant OMC's.
- Obtained all major underground packages in Bangalore Metro in 2011.
- Bagged all the underground waterproofing packages in Chennai metro under stiff competition in the year 2007/08
- Identified a new business opportunity in self-adhesive membrane in 2014 and bagged a large Govt. project in Mohali and completed successfully.

Previous Experience

Apr'92 – Nov '94	Vasanth Builders, Client Relationship Manager Establish contacts with High End customers and Large Organizations for securing Flat Bookings prior to Sales Launch to General Public. Have been instrumental in selling good numbers to NRI Groups and Singapore Airline and Citibank staffs.
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Personal Details

Date of Birth	:	22 nd June 1970
Languages Known to speak:	:	English Tamil and Hindi
Mailing Address	:	F3 Anderson Gardens, New No 8 Anderson Road, Chennai 600 006