

Raghavan Raman Srinivasa

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SUMMARY

Extensive experience of 30 years in various industries like, Consumer Products, Life Insurance, and Fast Moving Consumer Goods (FMCG) with a primary focus in Sales & Marketing, Business Development, Customer Retention.

EXPERIENCE

Nov 2019 - Oct 2021

National Sales Manager,

Riviana Foods Inc (Acquired Tilda - 2019) Houston, Texas

Responsibilities & functions

- Managing the sales, distribution, and promotion of Basmati Rice among Ethnic trade customers covering the whole of the United States.
- Create strategic alliances with key business partners to maintain a competitive edge.
- Devised incentive plans and promotional strategies for major distributors to achieve their sales volume and dollar value.
- Working closely with distributor personnel to ensure prompt service to customers based on their needs.
- Prepare forecasts on anticipated market sales and budget.
- Optimum inventory management of various skus between 5 distribution warehouses with minimal cost
- Reviews market analysis to determine customer needs, volume potential, price schedules, and discount rates, and develops sales campaigns.
- Develop and execute action plans for increased market sales and profitability.
- Monitor, track and evaluate sales data to meet company objectives

Achievements

- Increased the revenue from 4.5 million to 5.2 million dollars even though there were challenges in terms of transition and pandemic.
- Increased ethnic distributor to 20%
- Increased the market share of Tilda Grand to 12% which was launched in 2017
- Tilda small skus 2lbs and 4lbs increased 10% sale

Jan 2015 – Nov 2019
Regional Sales Manager,
The Hain Celestial Group (Acquired Tilda – 2015)
1111 Marcus Avenue, Lake Success, NY 11042

Responsibilities & functions

- Managing the sales, distribution, and promotion of Basmati Rice among Ethnic trade customers in the Northeastern region.
- Responsible for Retention of existing customers and adding new customers in the Northeastern region.
- Reviews market analysis to determine customer needs, volume potential, price schedules, and discount rates, and develops sales campaigns.
- Develop and execute action plans for increased market sales and profitability.
- Form strategic alliances with key business partners to maintain a competitive edge.
- Working closely with company personnel to ensure prompt service to customers.
- Kept informed on company contract procedures and product pricing.
- Makes forecasts on anticipated market sales and participates in budget preparation.
- Monitor, track, and evaluate sales data to ensure the satisfaction of sales objectives

Achievements

- Instrumental for Truck branding with a major distributor
- Launched Ready to Heat products and Tilda Grand in 2017

Nov 2010 – Dec 2014
REGIONAL SALES MANAGER
TILDA MARKETING Inc.
Fort Lee, NJ

Responsibilities & functions

- Responsible for the sales, distribution, and promotion of Basmati Rice among Ethnic trade customers in the Northeastern region.
- Built relationships with major retailers viz., Patel Brothers, Subzi Mandi Cash & Carry, Apna Bazaar, Delight, Patidar.
- Do market visits to determine customer needs, volume potential, price schedules, discount rates, and develop sales campaigns.
- Working closely with company personnel to ensure prompt service to customers.
- Representing companies at industry association meetings and trade shows to promote products.
- Create forecasts on anticipated market sales.

Achievements

- Added strategic customers like Raja Foods, Singh & Singh Distributors.
- Revived the sales volume of Tilda Basmati in 2015 and 2016 after the import ban in 2014.
- Streamlined the payment and collection process to less than 60 days.

July 1st, 2007 - April 9th, 2008
SALES MANAGER, NJ/PA
BEST Foods Inc.
Edison, NJ

Responsibilities & functions

- Sales and Business Development of Spices, Basmati Rice, and various South Asian Food products in the retail stores of the Tri-State region.
- Responsible for receivables in timely schedule, and allocating credit limits, monitoring sales volume and receivables.

AUGUST 10TH 2006 - JUNE 29th 2007
AREA SALES MANAGER
North East and South East Regions
KUSHA INC. was Directly Reporting to Jerry Taylor.

Responsibilities & functions

- Manages the promotion and direction of the sales of Basmati Rice among restaurants and distribution channels like SAM's club, Costco, Restaurant Depot, and other distribution channels.
- Reviews market analysis to determine competitor activities, volume potential and develop strategies to increase sales.

September 1992 - April 2006
LIFE INSURANCE CORPORATION OF INDIA
Business Development Officer
Chennai, India

Responsibilities & Functions

- Prospecting, Recruiting, Managing, and supporting Insurance Consultants.
- Train, motivate and evaluate a sales team of 44 on Insurance/Annuity products and selling strategies.
- Monitor, track, and evaluate sales data to ensure the satisfaction of sales objectives.
- Develop and execute action plans for increased productivity of the sales team.

Achievements

- Completed a New Business of Rs.70 million in Sum assured during the financial year ending 2003-2004.
- Generated a New Business of Rs.80 million in Sum Assured for the financial year ending 2004-2005

Mar 1992 – Sep 1992
JENSON & NICHOLSON INDIA LTD
Sales Supervisor, Chennai, India

Responsibilities

- Responsible for direct selling of decorative paints to Institutional customers like Builders, Promoters, and Restuarant Industries.
- Conducting campaigns and promotions to bring awareness of decorative paints in the market.

Achievements

- Instrumental in procuring 8000 litres (230% of the given sales target) of exterior emulsion paint from Tamil Nadu Electricity Board

Mar 1991 – Feb 1992
SHALIMAR PAINTS LTD,
Sales Trainee,
Bangalore, India

Responsibilities

- Responsible for Dealer Sales Network involving Sales and Collections.
- Responsible for business development by acquiring new customers.
- Built and maintained quality customer service levels.

Achievements

- Instrumental in procuring a huge quantity of 2000 litres (130% of sales target) of interior emulsion paint from Manipal Hospital Bangalore during the training period

EDUCATION

- **3 Years of undergraduate - Bachelor of Commerce, 1990 - UNIVERSITY OF MADRAS, Chennai, India**
- **2 Years of Post-graduation - Masters of Commerce, 1992 – UNIVERSITY OF MADRAS, Chennai India – Partially Completed.**

ADDITIONAL

- Base Knowledge in using MS Outlook, Teams, Word, Powerpoint, Excel
- Knows Indian Languages Tamil, Kannada, and Malayalam.
- Authorized to work in the United States - U.S. Citizen