

# RAMU PADALA

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DOB – 02/06/1972

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Searching for a **Senior Level Managerial** opportunity, Having 26 yrs. of **Rich experience** in Distribution, Channel Sales, Business Development, Customer & Team Management, Experience in implementation of Distribution KPIs, Channel, Trade Marketing Programs, GTM, RTM Strategy, New Launch for business Generation Towards Sustainable Growth!!!

## WORK EXPERIENCE

### Sr. Regional Manager -sales – Sheenlac Paints Ltd -TN.AP&TG

April 2021 To Nov 23

#### Accomplishments

- Value & Volume Growth Both Primary ,Secondary & Infrastructure Development in TN, AP& TG
- Team capability building towards sustainable Growth
- Channel /category management
- Customer Management /Top Line /Bottom Line Growth
- New Vertical Creation for business opportunity
- Customer engagement & Market share
- Trade marketing & brand building for long term business

### Business Consultant/co-founder –VIMA consumer Products Pvt.ltd

December 2018 To march 2021

#### Accomplishments

- Business Development towards **SUSTAINABLE** Growth
- Distribution Assistance for Business Growth MBO, Infrastructure Road Map Distribution Setup
- Area & outlet Mapping towards Right infra /beat alignment
- Manpower & sales Forecasting by Town & Population
- Market share, Category Growth, Value Weighted distribution

### Area Sales-manager **Anchor Health & Beauty**

CARE PVT. LTD.  
YOU TRUST, WE CARE...

- Development of business Handled – 16 Employees – 1 BDM – 4 Executives, + 11 Sales Representatives responsible for **People Management, Infrastructure Setup**, New Product Launch, GT-MT for Personal care & Oral care Division's
- **Capability buildup** for Sales team in partnership with HR.
- Responsible of Setting **Distribution Network** towards **Sustainable business Growth** in Primary & secondary sales
- **Driving Team & MBO** to Ensure Smooth Function of Distribution, Capability **Building** for **Better productivity**, Service, Growth, ensure Team drive's Growth's & Brand **Penetration** by expanding **Distribution Coverage**
- Responsible for Depth/width of Distribution & SKU's Availability at share of shelf, better Visibility, off takes, responsible of **GT & MT operation 's** Through **Super stockiest, Distributors, Sub Dealers** (104 Customers) For Business Growth in Primary, Secondary sales
- **Planning & Forecast**-Category and SKU for better inventory

## SKILLS & COMPETENCIES



TEAM BUILDING & MANAGEMENT

SALES & MKTG

LAUNCH MANAGEMENT

DISTRIBUTION MANAGEMENT

INVENTORY MANAGEMENT

MARKET DEVELOPMENT

TRAINING & DEVELOPMENT

INFRASTRUCTURE SETUP

DATA ANALYTICS

BUDGETING, PLANNING, FORECASTING

CHANNEL MANAGEMENT

3P VENDOR MANAGEMENT

PEOPLE MANAGEMENT

NEGOTIATION & CLOSING SALE

JOINT BUSINESS PLAN MANAGEMENT

BRAND PENETRATION

ROI – RETURN ON INVESTMENT MANAGEMENT

## Academic Qualifications

- Bachelor of commerce (**B COM**) with specialization of cost accounts in **1993** from Andhra University, Visakhapatnam,
- Executive **MBA** (EMBA-Distance learning) with Specialization in Sales & Marketing Management from IIBMS –Mumbai -**2016-17**

## IT Skills

Well versed with MS Office (Word, Excel Pivot Table and PowerPoint) and Internet Application.

## Functional Area

Sales & Marketing

## Preferred Industry

| FMCG-FMCD-RETAIL-TELECOM-PAINT |

## Preferred Location

**SOUTH INDIA**

## Passport Details

Provided when required



## Senior Key Accounts Executive

**HINDUSTAN UNILEVER LTD.**

### GROWTH PATH

- ✓ **Sr. KAE- Personal Products , Hyderabad Metro 09 – 16**
- ✓ **KAE -HUL2, Lakme Colors & KCL Telangana & Andhra Pradesh 07 – 09**
- ✓ **KAE-kiosk channel, Telangana & Andhra Pradesh - 05 - 06**
- ✓ **Cluster TSO – Detergents Division, Coimbatore & TAMILANADU 04 - 05**
- ✓ **TSO - Rural Division, Eluru, West Godavari Dt AP 02 – 04**
- ✓ **TSO -Detergents Division Eluru, West Godavari Dt AP 2000 – 02**
- ✓ **TSO –Hul Foods Division, Vijayawada AP -April 98 to 2000**

April 1998 to Dec 2016 (19 Years)

**HYDERABAD**



### SENIOR KEY ACCOUNTS EXECUTIVE- Personal Products & Huggies (KCL) HYDERABAD -METRO FROM 2009 TILL DEC 2016 -METRO GTM

(Led team of 60 Marketing Executive, 5 Team Leaders,3 Operation Manager's # HYDERABAD Metro GTM)

- Responsible for Sales & Customer Management for GTM Operations, Handled Turnover of 100+ C, PA in Hyderabad Metro
- Responsible for Value , Channels ,Quality of coverage , Value Weighed Distribution ,Perfect stores, future core Growths by Ensuring better OTIF from C&FA to fulfill Market Demand by planning Right estimation by Pack ,Category on Previous trends
- Making Half Year & Full Year Appraisals to the Team, Developing Team by providing Right inputs through "ME Paathshala" capability building program to take up Company Roles & Internal promotions towards Sustainable career growth & low attrition
- Implemented Micro marketing plan's as per Brand Direction Reach widely Distribution through RTM ( route to the market )
- Block buster launch – Handled All launch events with support of Line Manager, Ext. Axe Signature, Fair & lovely re-launch & BB cream, Huggies Pants ,Diapers Bryl cream ,Lakme 9to5,Ponds white beauty ,Close up , Pepsodent salt, Tresemme & Dove
- Analytical skills -Executing Company Execution Metrics like Perfect Stores (**Numeric Distribution & Impact**), Perfect Day & Quality of Coverage through the Team to Achieve Right Category Pack in Right Outlet to Gain availability, responsible for **BTL activities** to drive Depth/width of Distribution & SKU's Availability at share of shelf, better Visibility ,off takes, Ensure Team drive's Growth's by scouting New outlets/ selling more assortment's to the trade To gain Market share in every category

### Key Accounts Executive -HUL2, Lakme Colors & KCL Telangana & Andhra Pradesh 2007 to 2009

(Led a team of (6 territory sales officer's 75 Beauty adviser with 4 Team Leaders)

- Delivered 48% growth in LAKME Color business with 640 sku's with highest grooming score in Beauty channel
- Highest Visibility score AVL(Availability visibility launch) by coordinating 3P and customers by maintaining good relationship,
- Handled Launch & Re-launch of Ponds age miracle and other colors , skin care products in BA channel and Other Geography
- Responsible of Beauty Channel profitability while appointing New BA channel Advisers & Also existing operations

### Key Accounts Executive-kiosk channel, Telangana & Andhra Pradesh - 2005 to 2006

(Led team of 4 TSO Direct report & 65 Marketing executives, 4 TSM's)

- Added 18000 outlets base into Direct coverage by Expanding Distribution network in Tier 1 & 2 towns in AP & TL
- Maintained good service levels by motivating team & customers for better ROI (20 to 25%) & leverage of CDT for growth
- Awarded one of best coverage Area in the Country by added new outlets into direct of HUL coverage in KIOSK channel

### Cluster Territory Sales Officer – Detergents Division, Coimbatore & 2004 to 2005 & Telangana

(Led Team of 13 TSO (Indirectly Reports) 43 RS , 120 ME's )

- Successfully Handled RS consolidation In Tamandu –North ( Chrysalis ) to ensure better Service to the outlets by giving Bigger business at HUL level- One HUL one Outlet
- Brand Migration -Rin Supreme Bar To Surf Excel Bar which is done first Pilot in my Area & Successfully managed
- Awarded best infrastructure Zone in the South for achieving 100% RS consolidation & Rollout Laundry leadership outlet

### Territory sales Officer- Rural Division, West Godavari Dt -AP 1998 to 2004

### Territory sales Officer -Detergents Division , West Godavari DT- AP 2000 TO 2002

### Territory sales Officer –HUL Foods Division, Vijayawada -AP -April 1998 to 2000 , (Brown& ploson ,Rex,& Knorr

## Declaration

I hereby declare that the above information is correct as per my knowledge.

Date:

**RAMU PADALA**