

# Renny Thomas Abraham

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## SALES & TECHNICAL ENGINEER

### SUMMARY

Planning and execution of business & marketing strategies that help clients effectively market and grow their business in a fast paced world. Surged sales, service, employee productivity, and customer satisfaction rates across locations while building a culture focused on the mission and values of the organization.

### EMPLOYMENT HISTORY

#### **MRFTyres Ltd.** (Dec2016 to Till

Date)

Sales & Technical Engineer

Mumbai, Maharashtra, India

- i. Developing and sustaining the existing network by effectively managing the supply chain. Handling of channel sales and achieve the target. Handling of claim and inspection process.
- ii. Team Management: Providing direction, motivating & training the team to ensure optimum performance. Training the sales representatives in order to provide in-depth knowledge of various Product and strategies.
- iii. Meeting fleet accounts, understand the customer need, promote right product to right customer and fulfill the customer need.

#### **Fusion Group of Companies** (Sep 2016- to Dec 2016)

Marketing

Executive

Kochi, Kerala,

India

- i. Communicating with target audiences and managing customer relationships.
- ii. Planning and Managing the production of promotional materials, including leaflets, posters, fliers, newsletters, and TV advertisements.
- iii. Develop and implement marketing strategy to effectively reach customers, communicate the value proposition of the product and influence purchase of product.

#### **Volvo Eicher Commercial Vehicles** (Jan 2015- to May 2016)

CRM Dealer

Development Gurgaon,

Haryana, India

- i. Helped dealership in setting the targets for current month and reviewed last month's performance of all Sales, Services and Spares.
- ii. Helped dealership in planning Marketing activities to be done to achieve the target.
- iii. Monitoring of smooth functioning of Sales, Services and Spares process happening at dealership.

### CORE COMPETENCIES

- i. Driving sales initiatives & achieving desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes.
- ii. Handling customer and Dealer Network resulting in deeper market penetration & improved market share.
- iii. Conceptualizing and implementing sales promotional activities as a part of brand building and market development effort.
- iv. Area Combing and scouting to get an idea of Market Potential & to expand Dealer Network.
- v. Leading and monitoring the performance of team members to ensure efficiency in Process Operation
- vi. Maintaining sales track records and performance, helping senior to decide future strategies and planning
- vii. Meeting customers from various segments to create secondary sales and brand awareness.

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## PROJECTS

- ❖ B.B.A Project
  - i. Study on organizational behavior at Midas tyres, Kottayam, Kerala for 1month.
  - ii. Effectiveness of promotional tools at Square cut fitness, Belgaum, Karnataka for 1 month.
- ❖ M.B.A Project
  - i. Effectiveness of customer retention strategies by more. MEGASTORE Indore for 1 month.

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## EDUCATION

- ❖ 2013-2015 Master of Business Administration (Marketing & Finance) - 63 %  
Institute of Business Management & Research, Indore, Madhya Pradesh.
- ❖ 2010-2013 Bachelor of Business Administration ( Marketing) - 63%  
Samiti Institute of Management Studies, Belgaum, Karnataka
- ❖ 2007-2008 Kerala State 12<sup>th</sup> Board (Science) - 64%  
Syrian Christian Seminary Higher Secondary School, Thiruvalla, Kerala.
- ❖ 2005-2006 Kerala State 10th Board - 74%  
Mar Gregorious Memorial Higher Secondary School, Thiruvalla, Kerala

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## PERSONAL SKILLS

- ❖ Leadership.
- ❖ Communication and interaction
- ❖ Decision Making.
- ❖ Organizational skills.
- ❖ Technical skills.
- ❖ Multitasking skills.
- ❖ Business management skills
- ❖ Problem Solving Ability

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## LANGUAGES

- ❖ English
- ❖ Hindi
- ❖ Malayalam

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## HOBBIES

- ❖ Reading.
- ❖ Travelling.

Place: - Kochi

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