

# S. MAHENDRAN

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An accomplished professional with a dynamic career across multiple categories, leading high growth and new brand launches, targeting assignments in

**Sales & Marketing/Business Development** with an organisation of repute

**Industrial preference:** Multiple

**Location Preference:** - Chennai

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## CORE COMPETENCIES

Sales & Marketing, Strategic Planning, Business Development, Key Account Management, Channel/Distribution Management, Technical Support, New Product Development, Team Mentoring, Client Relationship Management

## PROFILE SNAPSHOT

A result-oriented professional with nearly 22 years of rich-experience in charting out sales & marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms

Presently associated with SBL Specialty coatings pvt.ltd, Chennai as Manager-Sales (South)

Hands on experience in exploring business potential, opportunities & clientele to secure profitable business volumes

A flexible & detail oriented with different profiles that is, from production to frontline sales, demand planning, regional roles, key account management, national roles, sales development, trade marketing and so on.

Expertise in driving modern trade and traditional trade business involving sales forecast, planning of schemes, monitoring the distributors, motivating the sales team to achieve primary and secondary sales and distribution targets.

An effective leader and negotiator with skills in directing, leading, training & motivating large multi-cultural workforce.

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## ORGANISATIONAL EXPERIENCE

**Since April-2018 with SBL Specialty coatings pvt.ltd as Manager-Sales (South)**

**Growth Path: - April'2018 to till date**

**Executing the process of Business Development in entire South (Tamil Nadu, Kerala, Karnataka, Andhra Pradesh and Telangana) handling Industrial, Wood and Coatings.**

**Taking care of the performance of the subordinates in Chennai and Hyderabad (Team Building, Motivating, Planning and execution)**

**Co-ordinating with the distributors/dealers in Entire Southern Region.**

**Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue and profitability targets.**

**Driving sales initiatives to achieve business goals & managing the frontline sales team and conducting competitor analysis by keeping a close view of market trends to achieve metrics.**

**Framing strategies for establishing greater awareness about company & its products: building brand focus in conjunction with operational requirements.**

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**Since Nov-2016 to March-2018 with Resinova Chemie Ltd as Regional Sales Manager**

**Growth Path: - Nov'2016 to March'2018**

**Key Account Area: -**

Executing the process of Business development in entire Tamil Nadu, handling maintenance, Wood and Construction divisions.

Taking care of the performance of around 20 persons (Team Building, Motivating, Planning and execution)

Co-ordinating with the distributors in entire Tamil Nadu

Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets.

Driving sales initiatives to achieve business goals & managing the frontline sales team and conducting competitor analysis by keeping a close view of market trends to achieve metrics.

Framing strategies for establishing greater awareness about company & its products: building brand focus in conjunction with operational requirements.

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**Since Dec'2000 to Nov'2016 with Anabond Limited, Chennai as Regional Sales Manager**

**Growth Path:**

<b>Dec'2000- Mar'2003</b>	<b>Sales Executive</b>
<b>April'2003- Mar'2005</b>	<b>Sr.Sales Executive</b>
<b>April'2005-Oct'2009</b>	<b>Sr.Area Manager</b>
<b>Nov'2009-Nov'2016</b>	<b>Regional Sales Manager</b>

**Key Result Areas: -**

Executing the process of business development for Chennai and Andhra Pradesh Automobile, Industrial, Aftermarket, Railways & Marine Divisions.

Providing on-site technical support to the clients including Hyundai Motors India Ltd., Chennai, Ashok Leyland Ltd, Chennai, Renault Nissan, Chennai, Ford India Ltd, Chennai, Caterpillar, Chennai,

Simpson Ltd, Chennai, Ucal Fuel Systems Ltd, Chennai, Mitsuba Sical Ltd, Chennai, Lucas TVS Ltd, Chennai, Hindustan Motors Ltd, Chennai, INEL, Puducherry, ICF, Chennai, BHEL, Ranipet, Toshiba Transmission, Hyderabad, Southern Railway, Chennai, South Central Railway, Hyderabad, APSRTC, Hyderabad, Mahindra & Mahindra, Zaheerabad, Whirlpool, Puducherry, Carborundum Universal, Chennai, Daimler India Commercial Vehicle, Chennai, Royal Enfield, Chennai, Essae Electronics, Puducherry, Regen Powertech, Chennai and other related auto & body builders.

Co-ordinating with the dealers in Chennai and Andhra Pradesh.

Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets.

Driving sales initiatives to achieve business goals & managing the frontline sales team and conducting competitor analysis by keeping a close view of market trends to achieve metrics.

Framing strategies for establishing greater awareness about company & its products; building brand focus in conjunction with operational requirements.

Building and maintaining healthy business relations with corporate clients, ensuring higher customer satisfaction matrices by achieving delivery & service quality norms.

Charting out sales & marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms; working on rationalising and structuring the trade promotion spends.

Designing and strategizing the distribution expansion for all India, following the sales and development budget forecasting and sales & IT development; supporting the innovation team in launching of New product at key channels.

Contributing in S&D by playing a key role in the wholesale activation and National Incentive Policy & Contest for the sales team.

### **Highlights:**

Played a key role in holding business with Automobile Industries in the Eastern and Southern India.

Increased product revenue by over INR 128 crores with a very high gross margin by creating business case, negotiating with field sales and working with Operations to support customer demand.

Led Cross-functional teams in reviewing engineering yields, operational lead times, financial and forecast data to identify and resolve quality or other logistics issues, which enhanced time-to-market deliverables to customers.

Prepared monthly product presentations and metrics to upper management on forecast and product position.

Played key role in holding the business with Automobile Industries in the Eastern & Southern India.

Key Player in holding our business with Automobile Industries in the Eastern & Southern India.

Won:

Best Executive award for the outstanding performance in 2002,2003,2004,2005

Best Branch award for outstanding performance in 2007 for Kolkata Branch.

## **ACADEMIC DETAILS**

MBA (Marketing) from Alagappa University, Karaikudi in 2007

B.E. (Mech.Eng.) from The Indian Engineering College, Vadakkangulam affiliated to Manonmanium Sundaranar University, Tirunelveli in 2000.

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## **IT SKILLS**

Application Software: MS Office Suite (Word, Excel and PowerPoint) and Microsoft Outlook

Operational Software: Windows 98, Windows 2000, Windows XP, Vista, Windows 7, Windows,8 & Windows 8.1

Designing Software: Auto CAD

Programming Language: - C

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## **PERSONAL DETAILS**

Date of Birth: 5<sup>th</sup> March 1979

Languages Known: English, Tamil, Kannada, Hindi and Bengali

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