

SELVARAJAN M

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Summary

Self-motivated B2B sales and technical candidate with extensive customer service experience of 16+ years. Excellent at motivating and managing team members, and resolving issues on time. Managing large customer accounts (OEM and Tier vendors), and to find solutions to increase top and bottom line. Skilled in P&L management, customer relations, and networking skills. Handling business value account of INR 150 Cr + / Annum.

Skill Highlight

- Value creation,
- Bottom & Top line improvement,
- Sales forecast and supply management,
- Collections and price negotiation,
- Budget planning,
- Technical Service,
- Paint application expert,
- Customer engagement,
- Product and Project management,
- EHS coordinator,
- Customer Account Management.

Experience

PPG Asian Paints (2007 – till date) – 16 Years

Account Manager (OEM- Hyundai –Ford Chennai | Tier Vendors: Motherson group, Seoyon),

Sales and Marketing Responsibilities

- Demand planning: To Ensure forecast efficiency above 90% for M, and 80% for M-1,
- Using ERP tools for material production and delivery planning as per the demand, to meet the OTIF (On time in full).
- To ensure ware house operations, to meet the agreed customer window timing.
- Monthly forecasting and scheduling, to optimize inventory and working capital,
- Track on Daily sales report (DSR), payment collections and posting, to ensure the sale and collection target,
- Balance confirmation and account reconciliation on regular intervals,
- Price working with PC %, for management approval for RFQ submission.
- Price negotiation, to win business, Win –Win strategy – for share gain.
- Working on P&L to meet the bottom line, and top line against the target,
- Identify evolving trends, understand customer’s long term plans and expectations,
- To convert enquiry in to business, at the success rate of 75%.
- Identifying customers, generating revenue through business win.

- Promoting sales and Brand marketing for cross functional BU products and other JV products.
- Rationalizing / introducing alternate products to improve profitability and growth,
- Annual Sales Budget FC and OH budget FC to leadership team.
- Coordination with global team, for Product and color approval.

Achievement in Sales and Marketing Function:

- Effective price increase attained from customers, across all products, to overcome the market inflation during 2019 -2021 pandemic.
- Business growth rate at consistent on 15% YOY on 2020 & 2021.
- Claimed INR 30+ Mn, as obsolescence for exclusive raw materials, during Ford closure of Indian operations,
- PC % increase by 2.5% on formula optimization, during 2021-2022.
- Break in projects, like, Automotive interior parts painting,
- Mirror finish coating initiated in interior for MG motors,
- INR 20 Mn revenue generated on cross BU sales,
- Daily sales outstanding (DSO) reduced by 2 days during 2020-2021, (from 52 to 50 Days),
- Break in projects at RNIPL, and PCA (Citroen) on 2021.
- Localization of electro coat emulsion, from Korea to India.
- Breakthrough in Royal Enfield, for plastic parts paint supplies.
- Daily sales outstanding (DSO) reduction by 2-5 days per annum,

Technical Service Responsibilities:

- To ensure recommended product and process parameters are maintained,
- Trouble shooting quality issues in stipulated time line, by using quality tools.
- Project management – New product introduction using Secure launch tools like PDCA, project road map, time plan etc.
- Coordination with global and local technology team, to optimize the formula to meet the requirement of customer,
- Leading team members of 18, to provide technical support to customer,
- Expertise in 3Wet High solids, 2Wet medium solids, Liquid chrome technology, plastic part paint application (Poly urethane and acrylic back bone),
- Expertise in handling analytical instruments like, multi-layer thickness gauge (PELT), Spectrophotometer, and micro scopes.
- Robot program assistance: Profile path, brush parameter modification, (Knowledge on Equipment like, Durr, ABB, Sames, Dulim)
- Coordination with customer launch team and quality team for successful launch of projects,
- Driving internal team, for day in and out quality concerns,
- Following secure launch process to ensure the project completion in successful way.
- Proactive measures implementation, to address the customer concern,
- Ensuring color harmony between body and hang on parts,
- Analyzing and addressing field concerns, with proper counter measure.

Achievements in Service Function:

- Successful launch of 3Wet high solids in Ford Chennai line, (Technology implemented in first passenger vehicle globally),
- 50+ new color launches, in multiple accounts (Ford, Hyundai, Ashok Leyland, and tier vendors (like Motherson Group, Seoyon)
- Launch coordinator for Lincoln premium primer in Ford Chennai facility.
- Successful launch lead for OEM vehicle models (Body and Plastic):
 - Hyundai: i-10, Verna, Tucson, Creta, Venue,
 - Ford: Ikon, Fiesta, Endeavour, and Eco sport,
 - Ashok Leyland: Dost,
 - Kia: Sonnet
- Led team on electro coat pour over at Ford Chennai facility, and successful conversion of EPIC 200.
- Achieved Q1 certification from Ford, on maintaining consistent performance in quality,
- Best project coordinator and customer management award in 2023,
- Best team player award in 2014.

Career Path

PPG Asian Paints Pvt Ltd, Chennai

- July 2022 to till date: Account Manager – Hyundai Account – Sales and Service
- May 2019 – June2022: Account manager Auto Parts- Sales and Service,
- June 2015 – May-2022: Customer Service Manager – Ford & Ancillaries Account,
- Aug2013 – May 2015: Technical Service Executive – Ford and Ancillaries Account,
- Jan 2012 – May 2013: Executive ATSEL – Secure launch coordinator- South,
- March 2009 – Jan 2012: Technical service officer I A – Ford and Ancillaries Account,
- May 2007- Feb2009: Technical Service Officer II B – Ford and Ancillaries Account,

Adsorbent Carbon India Private Limited, Tuticorin.

- Jan 2002- May2007 – Shift Engineer (Activated carbon manufacturing unit)

Academic

- Diploma in Chemical Technology – Under AICTE –(1997-2001) – 72%,
- Diploma in Industrial Safety – Under Annamalai University – A grade,
- Diploma in Environment and pollution control – Under Ministry of labor affairs: A grade,

Language Skills

- Tamil – Mother tongue (Fluency: Speak, Read and Write),
- English – Second Language (Fluency: Speak, Read and Write),
- Hindi – Third language (Fluency: Read and Write).

Personal Details

DOB: 02-05-1982,

Marital Status: Married (with 1 Kid),

Hobbies: Driving, listening music, and Enjoying beach time,

Passport Number: T5981220,

Medical complications: NIL.
