



Sumesh MS

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PROFESSIONAL SUMMARY

A highly motivated, confident Senior Sales Professional, offering progressive years of channel sales, key accounts handling and business administration with FMCG, Consumer Durables and Construction Material industries. Dynamic sales career with result oriented and records setting path. Exceptionally polished experience in managing sales regions and team handling. Well experienced in product launch plan and placement.

Sales and Marketing

Number Analysis

Strategic Planning

Channel Development

Relationship Building

Adaptability

Entrepreneurial

Key Account Acquisitions

Itinerant

WORK EXPERIENCE

1. Zoloto Industries

Manager Sales and Marketing - Jul 2019

Industry – Valves Semi- Engineered Products

Zoloto Industries hired me to handle the existing dealership sales network, as well as to escalate the sales and marketing activities in projects segment in Kerala. Entrusted to look after the Government-projects sales, acting as a liaison of the company to the various Government bodies and industries in the state. Handling the approval and follow up activities with MEP consultants, and sales generation with contractors.

Notable Accomplishments

- The business of project segments has increased by more than 45% after taking charge.
- Registered or revived the listing of the brand and products with the prominent government bodies like CPWD, PWD, KWA and KMRL.
- Majority of the dealers grown above 20% in over 2018-19 and the gross market growth of the FY 2019-20 is 28% compared to LY.
- As a result of improved marketing activities, product and quotation enquiries are increased by more than 85% compared to the moment prior to joining.

2. Haddock Infra Private Limited – Kerala

Sales Manager - Dec 2015 – Jun 2019

Industry – Construction Materials

Joined to handle and build the sales and marketing activities and form a marketing team for Kerala region. Handled product development, brand building

Notable Accomplishments

- Responsible for GCPL business and people development objectives delivery in the assigned region.
- The value of the business has grown 7 folds from the joining and captured 15% of direct application market in the region
- Spearheaded the activities to register the company and Brand.
- Guided the activities and market development efforts in Bengaluru.

3. Pidilite Industries Ltd – Kerala & South Tamil Nadu

Sr. Executive – key accounts – Oct 2013 to Dec 2015

Industry – FMCG

Recruited to build and develop the newly introduced FMCG modern-trade channel in Kerala and South Tamil Nadu.

Notable Accomplishments

- Multiplied the volume of business into 18 folds.
- Channel depth increased from 2 outlets to 7 Chains and 40 standalones, added 6 distributors in supply line.

4. Goodyear India Private Limited – North Kerala

Professional Business Counselor – Jan 2011 to Apr 2012

Industry – Tyres

Recruited to handle the business in north Kerala through distributor and dealers channel.

Notable Accomplishments

- Touched the highest ever volume of the region.
- Handled 110 dealers of and appointed Branded Retail Outlets.

5. United Spirits Limited – Ernakulam District

Territory Sales Executive –Mar 2010 to Jan 2011

Industry – FMCG

Profile Description:

- Segment wise sales target achievement.
- Designing schemes against the whole target and average off-take of parties.
- Conducting promotional activities.

6. Nestle India Limited – Pondicherry and North-East Tamil Nadu

Sales Officer – Dec 2007 to May 2009

Industry – FMCG

Profile Description:

- Meet the targets in coffee and out of home segments.
- Handle wholesale as well as retail channels in specific SKUs.
- Handle the complete ASM area distributors in institutional sales.

ACADEMIC QULAIFICATIONS

PG	MBA (Marketing and HR)	2005- 2007	Institute of Chartered and Financial Analysts of India
UG	B. Com	2000-2003	Mahatma Gandhi University

PERSONAL DETAILS

- Date of birth and age : 16-May-1982, 37 Years
- Marital status : Married

Language	Verbal	Read	Written
English	Fluent	Fluent	Fluent
Malayalam (Native)	Fluent	Fluent	Fluent
Hindi	Fluent	Competent	Competent
Tamil	Fluent	Competent	Competent