

## RESUME'

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### **Brief summary:**

*An experienced self-driven sales professional leveraging a learning attitude for delivering & exceeding results, quite consistently over the last 22 years across multiple state territories during various roles in Sales management - including getting hand-picked twice for Assigned & key account management initiatives. Thoroughly relish mentoring a few young colleagues, while leading & coaching was a regular aspect, in general.*

*I am now actively looking to make a change and continue to learn & deliver!*

*Attention to detail, covering all possible bases, don't give it up just yet, team player, leading & coaching and remaining self-motivated form part of my skill set.*

### **Work experience** (In reverse chronological order):

#### **1. Organization : Konecranes & Demag Pvt. Ltd**

**Profile** : Konecranes & Demag Pvt. Ltd, a 100% subsidiary of the Finnish material handling giant, Konecranes Oyj, manufactures & services EOT cranes, hoists, light handling systems, drives, port cranes etc. It is now the largest MNC player in a highly fragmented industry, with 2500+ customers in various segments - automobile & auto-ancillary, engineering, molten metal handling, die maintenance, granite slab handling, aircraft MRO, cement etc.

**Period** : January 2017 to June 2020

**Last designation** : DGM – Sales (**Agilon** business unit – **the new ASRS solution for Warehouse & inventory management**)

**Major achievements** : In addition to generating a **significant number of leads & active cases** for Agilon during 2020, I also **led the core team** for conceptualizing & operationalizing the **Assigned account management** within the 1<sup>st</sup> set of accounts, aimed at raising the share of wallet in 2018. This has now been institutionalized within the Sales teams. I was also instrumental for winning the 1<sup>st</sup> large project from Infra segment for 175t gantry cranes in 2019.

**Main deliverables** : Create awareness about Agilon in prospects from current customer base  
: To secure initial breakthroughs in different industry verticals and for different application areas – for both lease & capex modes  
: To capture the effort in Siebel CRM & utilize Qlikview tool for reports  
: To map competition's base, their products & service response set up

#### **2. Organization : Terex India Pvt. Ltd**

**Profile** : Terex India Pvt. Ltd, a 100% subsidiary of the global lifting & material processing giant Terex Corporation manages the products & services delivering lifecycle solutions to maximize customer RoI. Major brands from its stable include Terex, Genie and Powerscreen.

**Period** : January 2013 till December 2016

**Last designation** : AGM – Sales - South & East India

**Major achievements** : **Rewarded with the High Performer award in a Town Hall**

**for my efforts in handling of the Michelin project cancellation closure, very large order win from AMS**, ideating the **service tracker** for Toyota Kirloskar Motors, winning back a few key customers were much appreciated by management, customers & colleagues.

Previous performances, internal feedback & management's initiative of coaching next set of leaders helped me **getting promoted with the additional region of East India**. I played my role in **developing 2 members** (1 from Design & the other from Product management) into mid-senior level sales professionals today at other reputed organizations.

**Main deliverables** : To exceed sales revenue and margin targets from these regions  
: To guide the Sales team from these regions on these goals  
: **To manage the 5 distributors from these 2 areas individually**  
: Responsible for Accounts receivables & C-Form collections

**3. Organization :** **Demag Cranes & Components (I) Pvt. Ltd.**

**Profile** : Demag Cranes & Components (I) Pvt. Ltd, a 100% subsidiary of the erstwhile global lifting major Demag Cranes AG was the material handling company with the strongest MNC brand in India, known for the best technology. The main products & services were chain & rope hoists, a large range of EOT cranes, light rail (KBK) systems – semi & fully automatic and various other components etc.

**Period** : August 2003 till December 2012

**Last designation** : Senior Manager – *Key Account Management, Pan India*

**Major achievements** : Over these 9 years, I **rose through the ranks** from an Assistant Manager to Deputy manager to Manager to Senior Manager to Senior Manager, Key account management (**nominated by the top management**). Most of the roles and time were around a front-line sales & sales manager role, responsible for meeting the revenue & margin targets and to lead the Sales & service teams. **Large project wins from WEG, Perkins, Amara Raja, BFW, Toyota supplier park companies, Kattera etc., resolving a major issue** with the BHEL order and **leading** a close-knit team are the fond memories from this period.

**Main deliverables** : To devise a comprehensive methodology for selecting Key accounts and roll out KAM in a stepwise manner, starting from South India.  
: To support the Direct Sales function for business from these customers  
: **To cut across functions/levels as needed during discharging this role**  
: **To improve the CSI** through the internally conducted survey  
: To increase topline & contribution from this set of accounts  
: To be the **Single Point of Contact** for all requirements (Sales & Service)  
: To develop peer-to-peer relationship building across levels & functions  
: Facilitate for Accounts receivables & C-Form collections  
: **Engage the distributors for their support**

**4. Organization :** **Dodsal Corporation Private Limited, IRP Division**

**Profile** : DCPL, an indenting agency is a part of infra-major Dodsal. It represents many world-class industrial brands for Power, Automobile, Oil & Natural gas industries like seamless carbon & alloy steel tubes & pipes - V&M, stainless steel tubes, bearings - Zollern, Teflon based heat exchangers - Ametek, fin-tubes, tubes for CNG cylinders etc. for a range of customers - BHEL, L&T, Thermax etc.

**Period** : January 2001 to August 2003 at Mumbai

**Last designation** : Assistant Sales Manager

**Major achievements** : Active participation in order win from L&T, Mumbai and during onboarding of Ametek heat exchangers; developed into the MIS member

**Main deliverables** : To be the sales channel for these products in the entire western region (Maharashtra, Gujarat & M.P.) & increase the existing customer base

- : To be the single point for all MIS for all the products & branches
- : To search for new long-term opportunities with new principals
- : To collect competitor information & share with the principals

**5. Organization :** **Tube Investments of India Ltd. (*Unit – Tube Products of India*)**

**Profile :** TPI is the most preferred supplier of precision tubes, Electric Resistance Welded (ERW) & Cold Drawn Welded (CDW) to major automotive companies in India and abroad. It is India's market leader in CDW tubes for the Automotive industry. It also has significant market presence in power plants, boiler, textile machinery, general engineering.

**Period :** May 1998 to January 2001 at Mumbai

**Last designation :** Sales Engineer

**Major achievements :** **Was instrumental in achieving an increase of about 40% in business turnover in value terms** in my region since joining (volume terms: from about 350 T/month to about 500 T/month).

- : **Developed 2 new dealers** taking the total number of self-managed dealers to 7 over 2 types of tubes and ensured a consistent off-take from them; **instrumental** in influencing the largest dealer of TISCO to join us (Off-take increase from 100 T/ year to 1200 T/ year in a single year)
- : Contributed towards sales of STI's production also as TPI entered a strategic alliance with STI whereby T.I sold the entire production of STI.
- : Supported sales of a new product line – Cold Drawn Seamless Tubes.

**Main deliverables :** **Responsible for Mumbai territory with an order entry target of about INR 22 Cr., from about 60 customers** from boiler manufacturing, automobile & general engineering sectors and a mix of OEMs & dealers

- : Exercise strict receivables management rigor (45-60 days)
- : Preparing monthly MIS reports including competitors' activities
- : Business development by exploring cases to substitute seamless tubes with ERW / CDW tubes through the Product development team
- : Contributing towards organizing regular customer meets

**6. Organization :** **Weather Makers Inc.**

**Profile :** They are an authorized dealer for Bluestar Air conditioners.

**Period :** July 1995 to December 1995 at Bhopal

**Last designation :** Sales Representative

**Main deliverables :** Cold calling; passing large leads to Bluestar sales team

- : Prospecting for AMC contracts.

**Educational qualifications :**  
 Post Graduate Diploma in Management (PGDM) with specialization in Marketing, from **Institute of Management Development and Research (IMDR), Pune** in 1998

Bachelor of Engineering (BE) in Mechanical Engineering from **Samrat Ashok Technological Institute (SATI), Vidisha (MP), a State Engineering College**, in 1995

**Summer training (During PGDM) :**

**Organization :** Eicher Motors Limited\* (*now Volvo Eicher Commercial Vehicles*)

**Experience :** 2 Months at Indore as a Summer Trainee

**Profile :** Eicher is the parent company of Royal Enfield (Chennai) and has a JV with Volvo for the commercial vehicles at its plant near Indore.

**Main Responsibilities :** Assisting Product Management Group in the Marketing Function

Project Title : Market survey for finding the level of customer satisfaction about Iveco-909 (Ashok Leyland's MCV) in western and southern India.

**Project Work (During B. E.)**

Design & drafting of volute casing & impeller of a Centrifugal Pump (*AutoCAD with Auto LISP*)

**Computer Literacy** : MS Office, Siebel CRM, MS Dynamics, MS Teams/Skype etc.

**Personal Details** :

Date of birth : June 06, 1973

**References** : **Will be glad to share**

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