

ANOOP G

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Career Summary

- A multitalented professional having **10 years** of rich Sales & Marketing & Branding experience in Automotive Industry.
- Key Account Management, Project Management, Budgeting.
- Experienced in Branding. I.e., promoting the company as a whole.
- Specialist in conducting Market Activation Campaigns & BTL Activities.
- Experience to build, develop & maintain existing as well as new business opportunities from client bases and new territories.
- Excellent Relationship Management, Analytical & Business Networking skills.
- Knowledge in establishing new business operations in a virgin territory.

Marketing Skills

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|------------------------|---------------------|---------------------------|
| • Key Account Manager | • Budget & Forecast | • Marketing Communication |
| • Business Development | • Market Research | • Receivables Management |
| • Product Marketing | • Pricing | • Product Benchmarking |
| • Branding | • Channel Sales | • Team Building |

Work Experiences

January 2017- Till Date: **SUSPA Pneumatics India Pvt Ltd**, Chennai.

- **Manager – Sales & Marketing**

Job Responsibility:

- Develop annual business plans in alignment with the strategic objectives of the company.
- Plan, forecast and prioritize marketing / sales activities and customer / prospect contact towards achieving agreed business aims / budgets, including costs and sales.
- Prompt tracking of Business opportunities and risks.
- Develop People, Process and Systems
- Strategic Planning and Business plans process.
- Key Account Management for OEM & Industrial business segment for pan India operations & for Export markets.
- New product development.
- Entry strategies for new products along with Market research, Segmenting, Targeting & Positioning.
- Techno commercial marketing.

January 2015- January 2017: **TVS Sundram Fasteners Ltd**, Chennai.

- **Assistant Manager - Branding**

Job Responsibility:

- Organize Market Activation Campaigns & Garage meets across country for Fasteners & Autolec Divisions.
- Organize & conduct Dealer's meet, Van Campaigns & Salesman Training Programs for both the Divisions.

- Designing Product Catalogues, Price lists, Ready Reckoners, Banners, Standees and all POS items for both the divisions.
- Liaise with advertisement agencies to design posters/fliers/merchandise etc to promote Sundram Fasteners brand.
- Participate in all Automobile Exhibitions representing TVS SFL and collect all leads.
- Key Account holder for industrial customers across South Indian States.
- Identify new business opportunities in Industrial segment.

January 2012 – December 2014: **Automotive Infotronics Ltd**

(A Joint Venture between Ashok Leyland & Continental AG, Germany), Chennai.

- **Assistant Manager - Business Development**

Job Responsibility:

- Customer relationship management.
- Generate new business portfolio.
- Closely align with & drive cross-functional teams to achieve business targets.
- Market research activities on Commercial vehicle segments.
- Competitor analysis for product benchmarking.
- Product introduction, promotion and business development activities.
- Field Service Management for after sales support.
- Business Development with all OE commercial vehicle manufacturers like Ashok Leyland, Tata Motors, Mahindra, Volvo Eicher Commercial Vehicles ,State Road Transport Undertakings, Bus Body Builders and Fleet Operators.
- Gather market trends & works with the project management team for product improvements.
- Design of Customer Satisfaction Survey program for corporate evaluation and incorporate the measurement results into the strategic focus of the company.

May 2008 – Aug 2009: **Maruti Sales & Service Station, Kerala.**

- **Service Engineer** (Handling sales and service of Automobiles)

Job Responsibility:

- Achieving target sales within a given territory.
- Acquiring quality customers and keeping track of active base customers.
- Motivate the lower level employees by handling their grievances.
- Ensuring visibility of POP in the territory.
- Identifying new areas to increase the brand reach.

Career Achievements

- Achieved 120% Sales growth in Commercial & Industrial business segment for Suspa.
- Handling SD module for SAP S4 Hana Project.
- First Brand Manager for TVS Sundram Fasteners after inception.
- Designed Product Catalogues & Ready Reckoners for TVS Fasteners & Autolec Division for the first time in company's history.
- An active volunteer of the Asia's largest **11th AUTOEXPO 2012** conducted at Pragati Maidan, Delhi;

participated for Automotive Infotronics Ltd.

- Created & maintained the company website for Automotive Infotronics Ltd.

Educational Qualifications

2009-2011	MBA- Marketing Management	Acharya Institute of Technology, Bangalore
2004-2008	B-Tech – Automobile Engineering	Matha College of Technology, Kerala
2002-2004	Plus Two- Science	Govt: HSS Kalanjoor, Kerala

Software skills & Tools:

Office Automation: SAP S4 HANA, Ms-office, Auto Cad, Machine Designing.

Academic Projects

- Dealer Rating & Competitors Analysis at TVS Motor Company (**MBA**)

Two months worked with TVS Motors to learn about the performances of their Dealers & for Competitors Analysis; interviewed 200 customers from all TVS competitors and submit the same with Interpretations & Suggestions.

- Organization Study at Kerala Automobiles Ltd (**MBA**)

One month at Kerala Automobiles Ltd was a real insight and learning in various disciplines of business and management, especially marketing, human resource and finance.

- Automatic Gear Changer (**Engineering**)

This is a mechanism used for converting the manual transmission in two wheelers to automatic ones without making any alternation in the gearbox or any other transmission unit. This is done with the help of a micro controller which is programmed in such a way that, at different preset speed ranges it will send signals to the gear changing unit for changing the gear.

Academic Achievements

- Won 1st price in the management event **LAKSHAYA-2009** organized by AIT, Bangalore.
- Participated in the Operations Event KATAVOVN at **NOESIS 2010** organized by AIMS, Bangalore.
- Participated in a 1 week training program **Quest for Excellence** organized by Aditya Birla Group in 2011.
- Active organiser of the State Level Automobile Exhibition **AUTO EXPO 2006** which was conducted at Kaloor International Stadium, Cochin, Kerala.
- NCC 'A' Certificate holder.

Personal Details

- Address: Thottathil House, Panthaplavu PO, Pattazhy. Kollam. Kerala. India
- Date of Birth: 12/04/1987
- Marital Status: Married

Reference

Reference available on request.