

**Sivakumar R / 27 Yrs.**

*Senior Engineer* -- Sales & Marketing

Current / Expected CTC – 8.4 / 11 LPA



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## EDUCATION:

### Integrated Program in Business Analytics

IIM Indore, *In Progress*, 2021 - 2022

### Mechanical Engineering – B.E

Prince College (Anna University), *7.01 CGPA*, 2011 - 2015

### X / XII – Matriculation / State Board

Prince Hr. Secondary School, *81.40 % / 81.83 %*, 2009 – 2011

## RELEVANT SKILLS:

## Software Skills:

RFQs

New Business Acquisition

Business Development

Sales / Marketing Engineer

Key Accounts Manager

Quotation / Cost Breakdown

OEM / B2B Sales

Payments / Financials

Project Management

SAP (Systems, Application & Products) -- ERP

MS Excel (V-lookup, Pivot, Sum-if, Data Analysis tools...)

MS PowerPoint / Word / Access / Projects

*In Progress:*

R Programming Language (RStudio / R Console)

SQL (MySQL Workbench)

Python (Spyder – Anaconda)

Tableau / Text Mining

Machine Learning / Big Data (Spark)

## Work Experience:

6.5+ Years in Automotive Industries (Tier-1)

## RESUME SUMMARY

Marketing professional with 6.5+ years of experience in handling leading OEMs viz. JLR, Volkswagen, Kia Motors (KMI), Daimler, TAFE, Mahindra. Proven record in managing successful launch of new products (Wet Brakes / EV Motors) along with existing products (Suspension systems / Starters) which increased sales revenue with new & existing customers thereby enhancing own brand.

## PROFESSIONAL EXPERIENCE

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June 2020 – Present

Comstar Automotive Technologies Pvt. Ltd. (Sona Group)

*Chennai, Tamil Nādu, India*

**Marketing Sr. Engineer (Customer Business Group)**

Key Customers Handled – JLR | Volkswagen | Arrival | ClearMotion | Aston Martin

- **RFQ** Process Flow which includes generating enquiries from potential customers (Existing & New)
- Co-ordinate with R&D team for product feasibility & then **EBOM** to be received along with **ED&T** (Engineering Development & Testing) Cost
- Arranging CFT meetings to kick-off the initial **program review** with Volume details | SOP | Program Life | Basic Product Configuration (Specifications) | Application details
- Follow-up with purchase team for **RMC** (Raw Material Cost) in the form of Costed BOM along with **Vendor Tooling** Cost | Manufacturing team for **F&T Cost** (Fixtures & Investment) | Quality Gauge Cost | Packaging & Delivery Cost (Variations due to **Incoterms**)
- Preparation of the above consolidated inputs & sending the same to Finance team to run **FIN** Summary with various scenarios of Volumes | % of **EBITDA** (Earnings before Interest, Tax & Depreciation) | Forex Rates
- Hosts **PDM** (Price Decision Meeting) among CFT with our MD to get further directions
- **Commercial proposal** (Including Terms & Conditions) to be shared to customer in specific format along with technical proposal
- Ensuring **TAT (Turn Around Time)** from Enquiry till Quote w.r.to specific product timeline is met.
- If demanded, Filling the **Cost Break Down** in customer format & sharing the same
- **RM Adjustments** – Quarterly price increase due to major RM commodities (Cu & Al)
- **Key Accounts Management** | Periodic Checking of Customer portals especially Volkswagen Group Supply portal | JLR Covisint Portal | Magna QPF Portal | Volume Review
- Payments – Follow-up on regular basis with customer for Overdue Invoices | Debit Notes (Delivery / Packing / Quality Complaints) | Remittance advices | Ledger Statement
- Follow-Up with customer about feedback | **Target Pricing** | Walk-away pricing (Revisions)
- Worked religiously for all customers (VW | Arrival | ClearMotion) with short turn-around time.

**November 2018 – May 2020**

Harita Seating Systems Ltd. & Mando Automotive Pvt. Ltd.

*Chennai, Tamil Nādu, India*

**Marketing Executive & Sr. Engineer**

**Key Customers Handled – Daimler | Ashok Leyland | Kia Motors India (KMI)**

- Key Accounts Management – Receive tentative and firm schedule from customer on 15th & 25th of every previous month respectively
  - Provide plan to PPC department with additional 20% buffer stock considering FG stock
  - Monitor day wise plan commitment from PPC & Production department
  - Follow-Up of Payments & Debit Notes due to Quality / Delivery Complaints
  - RFQ – Status Enquiry | Review with R&D | BOM | Costing | Quotation | Cost Break Down
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**June 2015 – November 2018**

JM Fricttech India Pvt. Ltd.

*Chennai, Tamil Nādu, India*

**Marketing Sr. Engineer**

**Key Customers Handled – TAFE | Mahindra | Sonalika (ITL) | Escorts | SAME | John Deere**

- Key Accounts Management – Same as above!
- Follow-Up of Payments & Debit Notes due to Quality / Delivery Complaints.
- RFQ – Status Enquiry | Review with R&D | BOM | Costing | Quotation | Cost Break Down.
- New Product Development – **Samples Development:** Initiation of proto & pilot lot – Submission of samples to the customer for approval.
- **Tooling Samples:** Arranging tooled up supplies and getting clearance.
- **PPAP Audit:** Supply of PPAP lot for final approval – Coordinating with QA & R&D.
- **Bulk Supply:** Handover to key accounts for regular orders.
- **SAP Functions:** All Sales & Marketing related activities.
- **RM Fluctuations:** Auto-material Indexation with customers for high ticket items (Steel | Al | Fe)

The above details are true to my knowledge & looking forward for highly passionate & competitive work atmosphere.

**With Best Regards,**

**(Sivakumar R)**