

Balaji Gunasekar

Key Account Manager - Marketing

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Result-driven, highly-accomplished, and focused Business Development Manager with 7 years of experience. Motivated to learn, grow and excel in the Automotive Industry.

Skills

- Team management
- Marketing initiatives
- Export & A/M Sales
- Pricing and Costing
- Profit and loss management
- Business planning

Work History

2020-01 - Current

Assistant Manager (Marketing)

Mando Automotive India Pvt Ltd, Sriperumbudur, Tamil Nadu
Key Account Manager Brakes Division & Export Division

- Successfully managing the Export Business of around 10,000 MIL INR with Customers ranging from Brasil, Turkey, Russia , USA & Indonesia
- Working on both Overseas RFQ as Well Domestic RFQ of OEM- Hyundai
- Organizing Kick off meeting with CFT team and managing NPD with Program Management Team and responding to Customer Development Schedules.
- Excellent track record of managing awarded projects along with the CFT teams from LOI award to Product SOP.
- Tracking competitor activities and planning strategic moves in accordance with top management views.

Special Projects - Team Lead for Strategizing KIA Biz Entry in India

- Tracking Customer Launch Plan and their Time plans and coordinating with Internal Teams to be Proactive in managing CAPA and Investments Accordingly.
- Working with KIA and their Partners Crescendo Worldwide for meeting Localization targets.
- Travelled across the Country with Localization Head to attend Vendor meets to shortlist Potential vendors.
- Gaining Customer Insights and Track Competitors Activities and Regularly report to Marketing head and MD.
- Playing Supporting role with Data Collection and Detailed Study with Which Decisive action taken by Top management to Invest on a new Plant for Electric brakes System.
- Company was Successful in Bringing the Localization Content to 97%

2017-01 - 2019-12

Senior Engineer - Marketing

Mando Automotive India Private Limited, CHENNAI, Tamil Nadu

- Handled as Key account Manager for Hyundai Turkey&Russia.
- Improved PBT by settling Profitable margins in packing & Logistics Cost and collaborated with Internal StakeHolders in selecting Cost Effective LSP.
- Developed a system for EO handling and setup approval process through which was able to capture all the EO cost to be secured from customers.
- Managed to create a database of current running parts cost breakdown sheets and formalized quarterly revision of prices with customers.
- Appreciated by mando top management for collaborative working with Imports team for successfully mitigating the CEPA Risk and saving around 300 MIL INR
- Actively participated with top management for 5 years business plan release.

2015-09 - 2016-12

Engineer - Marketing

Mando Automotive India Private Limited, CHENNAI, Tamil Nadu

- Supporting Key Account manager by handling passenger car OEM - Hyundai India, Hyundai Turkey & Russia
- Preparation of Quotation in Customer format and cost comparison workout between internal breakdown and customer breakdown.
- Developed a system for EO handling and setup approval process through which was able to capture all the EO cost to be secured from customers.

- Managed to create a database of current running parts cost breakdown sheets and formalized quarterly revision of prices with customers.
- Active participation in new product execution (i.e.) internal follow-up with multiple stakeholders for customer open issues, meeting coordination, sample follow-up and dispatch.
- Promoted as Senior Engineer in Fast Track Mode.

2014-09 - 2015-09

Graduate Engineer Trainee

Mando Automotive India Pvt Ltd, Sriperumbudur, Tamil Nadu

- Price History management , Monthly Price Updates In Systems
- Supplementary Invoicing to customers , EO management
- Keep Track on RM trends through SIAM and Supporting team for RM Claims
- Export Invoicing , Packing Cost Settlement, Logistics Pricing

Education

2018 - Current

PGDM in General Management

Loyola Institute of Business Administration, Chennai

2010 - 2014

B.E: Automobile Engineering

Anna University Of Technology, Trichy (Main Campus - Trichy)

2008 - 2010

12th Standard: Computer Science

Velammal Matric Higher Secondary School - Chennai

2004 - 2008

10th Standard

F.E.S . Matric Higher Secondary School - Chennai

Declaration

I hereby declare that the above particulars furnished by me are true to the best of my knowledge and belief.

Place : Chennai

Date :