

**A.R.Gopala Krishnan**

**Mobile:** 9789512285 | **Email:** [gopalbcommba@gmail.com](mailto:gopalbcommba@gmail.com)

**Professional Summary:** Dynamic Sales & Marketing Manager with strong organizational and customer development skills to maximize key account profits. Values customer service and relationship building as much as revenue and profit generation. Superior proficiency in all areas of executive sales leadership vision through strategies, tactical plans, compensation programs, communication protocols, and reporting structures.

**Experience**

**JSW One Platforms Limited | Dec 2023 to Present | Manager Marketing ( Cluster Manager) Madurai**

- Handling ten districts from Theni to Kanyakumari.
- B2B digital platform model, Future business model in the building industry.
- Appointed sellers and buyers as well.

**Chettinad Cement Corp Pvt Limited | May 2023 to Dec 2023 | Dy.Manager Marketing (Branch Head) Tuticorin**

- Handling three districts Tuticorin, Virudhunagar & Tenkasi
- Working with a strong team of three on role and five off role staff.
- Have appointed five dealers in the unrepresented markets & activated eight non performing dealers in a short span.
- Played a vital role in marketing our new Hallow Block cement.
- Brand promotion activities have been done at dealers counter.

**Bharathi Cement Pvt Ltd, (VICAT) | MAY 2022 to May 2023 | Dy.Manager Marketing (Branch Head) Madurai**

- Handling ten districts from Theni to Kanyakumari with a young and energetic team. • Appointed ICL Madurai district No.1 dealer as Bharathi cement.
- Proud to be the youngest branch head in the industry.
- Have appointed thirteen dealers and seventeen sun dealers.

**NAYARA ENERGY LTD, (formally Essar Oil Company) | MAR 2018 to MAY 2022 | Territory Sales Manager, Chennai**

- Have been awarded Best TSM for both Tamil Nadu and Kerala. Converted nearly 20 Fleet Customers. Handled six districts.
  - Drove marketing initiatives to increase product visibility and market performances. Developing growth strategies and plans. Managing both existing sales pipeline and developing new business opportunities. • Establish relationships with key platform and brand partners. Objectives setting, Motivating and performance monitoring of BDE. Work on cross-promotional campaigns and events with partners to drive user engagement
- Explore markets and achieve desired targets with responsibility of ROI. Ensure timely collections from sales personnel appointed in different territories. Inventory management, maintaining the proper inventory & distributors level to control working capital. Enhance the sales process, improve win ratios. • Executing plans to grow Territory. Negotiate and close deals and handle complaints.

**AUG 2012 to MAR 2018 | THE RAMCO CEMENTS LIMITED, Tenkasi & Ramnad | Senior Sales Officer •**

Maintained good relationship with sub dealers and new dealers. Dealt with customer queries, analyzed precise ongoing market analysis and valuation of competitors, looking unique ways to enhance sales. • Build and strengthen client relationships to achieve long-term partnerships. Develop a thorough understanding of products and service offerings to better upsell and cross-sell to clients. Develop effective and sustainable business cycle to increase customer experience, grow revenue and bring more businesses. • Generating new leads by demonstrating service innovation and working with existing leads. Understanding and monitoring the clients' requirements and put forward the suitable solutions from diverse saving options.

**Accomplishments**

- Successfully achieved sales targets in South Zone with 55% of Market share
- Rewarded as No 1 Sales officer in overall Tamil Nadu both in performance and presentation •
- Has a continuous growth record of 22 months. Converted nearly 25 Hallow Block Customers. •
- Received appreciation letter from CEO and EP.
- Has appointed south No.1 Steel dealer.

**Education:** M.B.A | Panimalar Engineering College, Chennai, Tamil Nadu | 72% | 2010-2012

Date of Birth : 19.08.1989

Communication Address : 205A1, Rajiv Gandhi Street, 6<sup>th</sup> Cross, Sankarankovil Road, Rajapalayam, 626117.

Linguistic Abilities : English, Telugu and Tamil

**A.R.Gopala Krishnan**