

JOBUSH MATHEW

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Maduckayil, Kurianad PO, Kottayam, Kerala, Pin : 686636



Personal Details

- Date of Birth : 06/09/1990
- Marital Status : Married
- Nationality : Indian
- Qualifications : MBA , M. Com , MA Sociology
- Functional Role : Retail Business Head
- Areas of Expertise : Team Management, Distributor Handling , Retail Financing, Channel Sales, Modern Trade, FMCG Operations, Retail Sales, COCO & FOFO Sales and Operations, Product Portfolio and Category Management of Retail and Online, Costing , Inventory Sourcing and Control , Handling P&L Etc.
- Experience : 7.6 Years

Profile Summary

- Handling a team of 26 people in Sales and Operations.
- Experience in dealer and retail financing with profitable interest and margin structure. Setting the credit limit and discount models based on the financial capability of the party.
- Reporting officer of 6 store managers and 6 sales officers in South India.
- FMCG Model Channel sales management across South India through distributor and retail networks.
- Seasoned Sales professional with 6. 6 years of experience in the fashion and lifestyle industry.
- Category and Product management for COCO , FOFO & MBO Stores in Pan India .
- Preparation of monthly, quarterly, and annually sales plans for the entire southern region.
- Experienced in Market research, Planning, Sourcing, Performance assessment of the sales team.
- International Industry Exposure in Singapore and Malaysia for one and a half week.
- Modern Trade - Handling Sales and product portfolio management of large format chain stores and premium Multi Brand outlets through distribution and retail networks.

1 Year of teaching experience in handling management subjects.



Key Managerial & IT Skills

Planning, Leading, Monitoring and Control

Negotiation and Communication in English, Malayalam and Tamil

End to End Sales and Distribution Management

IT Skills: MS Office, MS Project, MS Access, SPSS and SAP



Work Experience At U4iC International Pvt. Ltd., (Since May, 2015)

Currently, the Retail Business Head of COCO , FOFO and MBO stores at U4iC International Pvt. Ltd.

4.6 years as Team lead of handling the premium footwear brand 'BOTOWI' from Walkaroo International Pvt Ltd.

2 years as Territory Sales Manager at U4iC International Pvt Ltd, Coimbatore.

Significant Contribution at U4iC International Pvt. Ltd., (VKC Group) :

- * Sales Operations as well as merchandising head of company owned stores – Walkaroo Stores
- * Assessing and setting the credit limit for dealer and retail financing based on the capability of the party with suitable discount structure and interest rates.
- * Category Management and Product Portfolio of Retail and Online.
- * Head of Direct Retailing in South India – Premium Brands – BOTOWI, WALKAROO
- * FMCG model channel sales in South India.
- * Modern Trade - Distribution and Direct Retailing in large format chain stores and multi brand outlets.
- * Project Head for the launch of Premium Leather Brand 'BOTOWI' from VKC.
- * Handling Procurement of Premium Leather and Fancy Footwear.
- * Managing Research , Analytics and Costing of New Product Development.
- * Ensured effective new product launch plans and follow ups.
- * Oversaw finalization of sales plan for all brands and ensured target achievement.
- * Evaluated new projects for the group and prepared detailed survey reports.
- * Analysed general market situation and market information to enable better forecasts of business impact.
- * Built Distributor networks and organised Retail meets across Kerala
- * Handling P&L of Retail and Direct Retailing.



Work Experience At Deva Matha College – October 2014 To May 2015

Teaching Marketing, HR and General Management courses to MBA students.

Mentoring and training of students to prepare for the Corporate world.



Academic Qualifications

IIM Rohtak

2021

Executive Program in Product and Brand Management

Indira Gandhi National Open University

2018

MA Sociology

73%

Indira Gandhi National Open University

2016

M. Com

59%

SJCET - School of Business, Palai, MG University , Kottayam

2014

MBA - Marketing & HR

61%

Deva Matha College, Kuravilangad, MG University, Kottayam

2012

Bsc Zoology

69%

St. Anne's HSS, Kurianad

2009

HSC

67%

St. Anne's HSS, Kurianad

2007

SSLC

73%



Additional Qualifications

Certificate course on the topic 'Energy and Environmental Studies'

Vanavasam, a self-awareness program conducted at Thekkady



Achievements In Co-Curricular And Extra Curricular Activities

Elected as the President of Kerala Catholic Youth Movement, Kuravilangad Mekala.

Awarded the State Level Best Debater twice.

Won the 1st Prize in the National Level Marketing Event at Holy Grace Academy, Thrissur.

- Won the 1st Prize in the National Level Marketing Event at Mangalam Management Studies.
- Achieved 1st Place in the AdZap event in the National Level Management fest at RBS, Attingal.
- Adjudged as the winner in the National Level Brand War Competition.
- 2nd Place in the National Level Marketing Event at IMK Karyavattom and at IMK Adoor.
- Accomplished various prizes in National Level Management Fests.
- Received more than 60 prizes in elocution and debate competitions .
- Declared as the Art's Champion during the College education and as the Best Actor during the School education.



Reference

● **Ms. Suma Mathew - "SJCET - School of Business, Palai "**

Assistant Professor

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● **Mr. Ashick CK - "U4iC International Pvt Ltd "**

Sales Head

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Declaration

● I hereby declare that the above information is correct to the best of my knowledge.

A handwritten signature in black ink, appearing to read 'Jobush Mathew'.

JOBUSH MATHEW