

JUDE PHILIP

SALES EXECUTIVE – GENERAL TRADE
(CHENNAI SOUTH)

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OBJECTIVE

Professionally motivated in driving best in class execution to the tasks assigned & Stakeholders management with my convincing skills - Looking forward to kick-start an extra-ordinary career for Sales management and operations role thriving for a better opportunity

EXPERIENCE

CHENNAI
Dec 2023 – Present

SALES EXECUTIVE

MONDELEZ FOODS INDIA PVT LTD (CADBURY)

- Handling 1.5Cr turnover per month of Chennai south territory with 10 Sales person & 2 merchandisers reporting – with 3 stakeholders & 1900 outlet base

TRICHY METRO
Apr 2022 – Dec 2023

TERRITORY SALES EXECUTIVE

TATA CONSUMER PRODUCTS

- Handling 4 Districts of Tamil Nadu East region over 8 Direct Distributors & 2 Super Stockiest & 48 Sub Distributor
- Appointed Stakeholders at uncovered area and brought in business & coverage of 2X then projected
- Appointed 7 new Sub Distributor in Q1'22 & replaced 18 Sub Distributor within a span for 2 months and contributed a growth of 11% to my overall business
- Handling direct reportee of manpower - 11 Distributor Sales Representatives & 3 Territory Sales Officers
- Won the National Level Contest "Great Job Cafe" recognition for Q1'22 performance in Rural market strengthening projects
- Received the Best TSE for Regional level contest "Month star award" for June, August, September 2022 in the South Region
- Won the Team level contest for the best TSE "King Maker Contest" in Q2'22 for increasing the Salesforce efficiency, increasing Channel growth & delivering best in class display executions in Supermarket channels for Soufull & New Products & Executed best in class route to consumer level programs

TELANGANA/ANDHRA PRADESH
Oct 2020 - Mar 2022

SALES OFFICER

KELLOGG INDIA PRIVATE LIMITED

- Handled Four stakeholders in driving Breakfast Cereals & Doubling growth in the Pringles category at South Andhra Pradesh
- Effectively driven various focus brands in the territory with less investment and optimum returns
- Developed and implemented purchasing strategies for low value stakeholders
- Established a stronger presence of stocks with breakfast cereal categories across the channels
- Improvised the coverage of Breakfast cereal universe in the territory effectively handled the stock rotation and minimized the overdue stocks to less than 1.5%
- Handled Tirupati, Nellore, Ongole, Anantapur & Kadapa (South Andhra Pradesh division) Handled Breakfast Cereal business of 2 Cr per year and contributed 17% growth in Breakfast cereal business
- Handled Snacks business of 1 Cr per year and gave 64% growth in snack business
- Appreciated with Q2'FY21 Achievers award in the South Region meet
- Appreciated for driving the Salesforce in basic market working and received "excellence in driving Stakeholder" Q2'FY21 Achievers meet
- Successfully launched New Product "Frootloops" with excellence and received reward in NPD drive

EDUCATION

TRICHY
2018 - 2020

Master of Business Administration

ST. JOSEPH'S INSTITUTE OF MANAGEMENT

TRICHY
2014 - 2018

BACHELOR OF ENGINEERING (MECHANICAL)

K. RAMAKRISHNAN COLLEGE OF ENGINEERING

TRICHY
2012 - 2014

HIGHER SECONDARY

CAMPION ANGLO INDIAN HR SEC SCHOOL

SKILLS

- MICROSOFT EXCEL
- MICROSOFT POWERPOINT
- NEGOTIATION
- DEMAND PLANNING
- PROBLEM SOLVING
- TEAM WORK
- SALES
- CONVINCING ABILITY

LANGUAGES

ENGLISH

Advanced. BRITISH ENGLISH CERTIFICATION

TAMIL

Native

CERTIFICATIONS & COURSES

- Certified in Computer Numerical Control Course
- Certified in Business English Certification approved by Cambridge University
- Driving Sales Force - Alison Academy
- Consumer Psychology NPTEL
- Go- To- Market Plan approved by Project Management Institute

AREA OF INTEREST

- Report key functional metrics to reduce expenses and improve effectiveness
- Craft negotiation strategies and close deals with optimal terms
- Partner with stakeholders to ensure clear requirements documentation
- Perform cost and scenario analysis, and benchmarking assess, manage and mitigate risks
- Determine quantity and timing of deliveries