

RAJIV.S

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Email:

Seeking assignments in Sr.management level with an organization of repute.

- ⇒ An astute professional with 23 **years** of experience in managing the business operations, sales & marketing and people management.
- ⇒ Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.
- ⇒ Proficient in implementing competitive marketing strategies and contributing towards enhancing market penetration, business volumes and growth.
- ⇒ Adept at building and maintaining healthy business relations with HNI & Corporate Clients with distinction of handling the marketing of a wide range of products & services.
- ⇒ Significant expertise in providing advisory services to HNI Clients about the Wealth Management options thereby enhancing returns on investments.
- ⇒ Proven track record of consistently increasing the sales/ profitability of the company.
- ⇒ A skilled communicator with exceptional presentation skills.
- ⇒ *IRDA and AMFI License holder for Financial Advisory services.*

CORE COMPETENCIES

Sales and Marketing/ Business Development

- ⇒ Managing sales and marketing operations thereby achieving increased sales/maximizing profit in assigned territory.
- ⇒ Initiating relationships with key decision makers in target organizations for business development.
- ⇒ Identifying prospective clients from various sectors such as government and corporates, generate business from the existing, and thereby achieve business targets.

Relationship Management

- ⇒ Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- ⇒ Attending to investors/ clients (individuals/corporate clients) concerns & complaints and undertaking steps for effectively resolving them.
- ⇒ Interacting with the customers to gather their feedback regarding the products' utilities.
- ⇒ Maintaining cordial relations with customers to sustain the profitability of the business.

Team Management

- ⇒ Imparting /organizing training programs for achieving pre planned business targets.
- ⇒ Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

ORGANISATIONAL SCAN

Presently partnering and General Manager for civitech specialities : A construction chemical organization ,Sourcing new account and projects ,undertaking, supervision and completion of residential, commercial project application in waterproofing ,flooring system ,restoration and repairs etc.marketing ,dealership appointment of Ceymco global -,Srilankan construction chemical products in pan kerala.

April 2014till sep2018 worked as -Marketing &sales head in Queens habitats pvt ltd

Responsible for sales ,marketing ,media planning and budgeting...revenue achievement analysis, team management, customer relationship in Calicut as well as NRI customers ,conducted client meetings and effective closures in middle east for marketing and sales

May 10 2011 till March 2014

Customer Relations Manager for ultra designer tiles,: branch management, handling a team of Area sales manager ,marketing executives in north Kerala territory (Malapuram to Mangalore),Sales management ,dealer management and new dealer appointment

Sep 09-May 2011 : Sr. Key Account Manager -The New Indian Express

Responsibility: space marketing, media planning for premium clients in various segments , Revenue target achievement, based in kochi

Dec 07- October 09: Channel sales Manager-DSF Bharti-AXA LTD. (A Bharti-airtel group)

Role:

- ✓ Administering various functions entailing channel management, business development, relationship management, sales, and promotional activities. Controlling and monitoring sales force for achieving budget (mtd,ytd)
- ✓ Monitoring clients' portfolio performance, conducting profitability analysis, rendering sustained advisory services for securing high ROI and increasing retention levels.

Achievements:

*Best channel sales manager positioned no.1 in kerala and eleventh across pan India.
Consistent contest qualifier in following periods. And ranked among the top four in the cluster*

Feb' 05-dec' 07: MetLife India Insurance Company Private Limited as Sales Manager

Role:

- ✓ Distinguishing efforts towards managing the overall sales & marketing operations.
- ✓ Orchestrating training to new joiners for achieving sale targets.
- ✓ Handling recruitment & training of financial consultants for selling to HNI clients.
- ✓ Training & mentoring sales team to maximize sales of insurance and investment products.
- ✓ Constantly striving towards achievement of monthly and yearly sales.

Achievements:

- ✓ Winner of the prestigious Eagle Award for being No. 1 branch in sales for the year '05 - 06.
- ✓ Developed and sustained relationship with HNI clients.
- ✓ Actively involved in providing appropriate investment solutions to the clients.
- ✓ Increasing brand awareness in new rural & urban markets of Kerala.
- ✓ Showed consistent performance with 110-120% growth in sales from '05 to '07.
- ✓ Dexterously handled group-baby exports, Sevana hospital groups etc

Jan '04 – Feb' 05: Biological. E. Limited as Area Business Manager

Role:

- ✓ Administering the overall sales & marketing operations in the **North Kerala** region.
- ✓ Consistently working towards achievement of monthly and yearly targets.
- ✓ Supervising the performance of team
- ✓ Handling recruitment process of executives, monitoring them for achievement of targets.
- ✓ Organising sales promotional activities as a part of brand building & market development effort.
- ✓ Undertaking extensive market research and initiating the launch of new products.

Achievements:

- ✓ Adjudged as the Best Area Manager '04 group for achieving targets for hospital & new products.
- ✓ Augmented sales from 100 -110% monthly on new products & 40 -50 % on existing products.
- ✓ Significantly achieved 250% increase with selling 3 lakhs units of hospital products from single cluster in year '04.

Aug' 98 - Jan' 04: Kopran Limited, Calicut as Area Support Executive

The Growth Path:

Aug' 98:	Marketing Executive
Mar' 99:	Promoted as Area Support Executive
Apr' 00:	Promoted as Area Business Manager

Role:

- ✓ Forefronting the overall sales & marketing operations for launch of Kresp Respiratory Division.
- ✓ Identifying prospective customers.
- ✓ Devising & conducting promotional activities for launch of new products.
- ✓ Administering sales & marketing operations in **6 districts of North Kerala Division.**
- ✓ Efficiently handling a team of 7 executives.
- ✓ Resourcefully managing 20 distribution channels. And 1500 retail outlets
- ✓ Undertaking extensive market research for exploring potential markets for business development.

Achievements:

- ✓ Recognized as the No.1 Executive in Sales of respiratory products in all over India.
- ✓ Received 3rd position in overall India in sales of new products as Area Business Manager.
- ✓ Developed new markets in Trichur, Kasarkode in Kerala.
- ✓ Consistent achiever with 30-40% growth in all product mix in MTD & YTD basis.
- ✓ Overachieved targets by 300% in aerosol therapies and devices.

Aug 97 - Aug 98: Commenced career with Luxor Writing Instruments Limited - Parker Division as Sales Executive in Chennai

Role:

- ✓ Handling both luxury class and medium ranges.
- ✓ Managing promotions display management, van sales management, cooperate sales etc
- ✓ Efficiently handling a team of 500-600 class outlets in metro and other districts of Tamil Nadu.

Achievements

- ✓ Spearheaded the launch of parker brand pens in **Chennai and other districts of Tamil Nadu.**
- ✓ Successfully achieved 100% sales month on month,
- ✓ Implemented parker system of sales and strategies in territories

SCHOLASTIC CREDENTIALS

1997	M.B.A in Marketing & HR from R.V.S College of Management Studies, Coimbatore, Affiliated to Bharathiar University.
1993	B.Sc in Zoology from St. Josephs College, Calicut, Affiliated to University of Calicut
1994	P.G. Diploma in Computer Applications from St. Josephs College, Recognized by Govt., of India, Dept. of Electronics
1995	Diploma in Airline Service Management from School of Airline and Travel Management, Kochi, IATA CERTIFIED SUCESFULLY COMPLETED TWO DAYS WORKSHOP ON TIME AND COMMUNICATION MANAGEMENT.

COMPUTER SKILLS: Proficient with MS Office, Lotus Notes & Excel

PERSONAL DOSSIER

Date of Birth	:	18 th November' 1972
Marital Status	:	Married
No of Dependants	:	3
Passport Number	:	K 8884852
Linguistic Abilities	:	English, Hindi, Tamil & Malayalam
Address	:	5/2093, Dhanya, Kottaram Road, East nadakavu, calicut-673006

Can relocate for the best

JOINING TIME: 1 MONTH