

DHANYA ROY MANJOORAN



DSO, DUBAI



+971 559956881



dhanyaroymanjooran@gmail.com



linkedin.com/in/dhanya-roy-manjooran

PROFESSIONAL PROFILE

- A diligent and result-oriented professional with 4 years of experience in Business to Business Marketing (B2B)
- Expertise in Channel Sales, Market & Product Development, Revenue Expansion and Key Account Management in FMCG industry
- Adept at creating and maintaining Long Term Profitable Business Relationships through visionary leadership
- Demonstrated competencies in designing & implementing Sales & Marketing Plans at Regional Level to realize ambitious sales and profitability objectives.
- Capable of creating and developing strong Network of Channel Partners – dealers and distributors, to widen product distribution & enhance market penetration.
- Successful in building and maintaining Relationships with Key corporate Decision makers and stakeholders, establish large volume and high profit accounts with well-known Retail Chains.

KEY SKILLS

- | | |
|-----------------------------------|--------------------------------|
| ▪ Sales, Marketing & Distribution | ▪ Key Account Management |
| ▪ Planning & Promotions | ▪ Inventory Management |
| ▪ Negotiations | ▪ Team Management & Leadership |
| ▪ Sales Forecasting | ▪ Market Development |

WORK EXPERIENCE

| | |
|--|----------------------------|
| AREA SALES MANAGER, North Kerala, India | May 2016 – Oct 2018 |
| TEMPERORY AREA SALES MANAGER, Mangalore, South Karnataka, India | Dec 2015 – Feb 2016 |
| AREA SALES OFFICER, DAIRY (Sr. Executive), North Kerala, India | May 2015 – Apl 2016 |
| <i>Gujarat Cooperative Milk Marketing Federation Limited (AMUL), India</i> | |

- Responsible for the entire Trade activity of Ambient, Wet and Chilled products of AMUL
- Responsibilities includes Sales Operations and Promotions, Distribution & Marketing, Demand Forecasting and Inventory management.
- Complete channel management; Sales & distribution management for General Trade, Modern Trade & HoReCa segment in North Kerala
- Maintained relationship with stake holders - Carrying and Forward agents, Transporters for better servicing of our business partners
- Delivered continuous sales growth through an infrastructure of 45 Wholesale distributors and 7 direct partners in a region with a population of 11.8 million.
- Proficient in formulating and implementing growth strategies to boost Market Expansion and Penetrate untapped Market as well as in New Product Penetration
- Inventory Management – Forecasting the product demand, Indent the requirement to the manufacturing team, Monitoring the warehouse at the branch level
- Instrumental for delivery of competitive ROI for customers through annual business, planning, channel and category development initiatives & managing the entire order to deliver the cash cycle
- Coordinated with category heads of different Retail Chains. Key partners include Kerala State Civil Supplies Corporation (Supplyco), Future Group (Big Bazaar) etc

Achievements

- Proven track record of record high sales the area ever achieved
- Negotiation with the trade union members and distributor union members keeping in mind organizational interests and client demands
- Responsible for continuously making the branch the highest selling branch in India for Mithaimate 200g, (condensed milk) throughout 3 years. (Market leader in the territory for the following category)

ACADEMIC PROJECTS

- Market research for Concept testing of a retail store decision utilized for a Fashion Retail outlet for Tangerine Hercules group near Trivandrum club, Trivandrum, South Kerala
Sep 2013–Jan 2014
- Conducted secondary market research on consumer perception of “Lifsurance”, a product of IDBI Federal Life Insurance with similar products offered by major banks
Apr 2014– May 2014
- Market Research on “brand awareness and consumer perception of Wildcraft” products in Bangalore and Manipal, Karnataka, India
Aug 2014-Jan 2015

EDUCATION

Post Graduate Diploma in Management (PGDM), **2013-2015**

Marketing Management & Human Resource

T A PAI Management Institute (TAPMI), Manipal, India

AACSB Accredited

Bachelor of Technology (BTech) **2008–2012**

Information Technology

Toch Institute of Science & Technology,

Cochin University of Science & Technology (CUSAT), Kerala, India

CERTIFICATIONS

- Training program on “Dairy Technology for Non-Dairy Technologists” **May 2015**
Vidya Dairy and SMC College of Dairy Science, Anand Agricultural University
- ‘Train the Trainer’ program **July 2016**
Ecube Sales Solutions and AMUL
- SQL Server 2005 **Jan 2011**
The Academy Council of NIIT
- Object Oriented Programming Using C++ **July 2008**
The Academy Council of NIIT