

R. SUBRAMANYAN

Head of Sales • Business Development • Media • Digital Marketing

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Career Synopsis

A strategic and insightful **Sales Leader** with **more than 23 years** of success in **Sales, Marketing, Business Development and Key Account Management** within **Media, Publication and Digital industries** across the **UAE, Oman & India**. With proven success in employing strategic initiatives and defining company direction, achieving/surpassing goals and optimizing business. Strong expertise and a record of excellence in building brand development, digital sales, new product launches, market intelligence, customer relationship management and team leadership.

An industry expert in **Sales Forecasting, Demand Generation, and Pipeline Monitoring** with demonstrated ability to **assess customer needs, analyze market trends, and monitor competitor activity** to adopt suitable business strategy that drives customer base and strengthen brand image and increase service excellence. With an **inspirational leadership approach** to human capital management, infuses a shared purpose, vision, and mission that **drive a high-performing organizational culture** to survive in the competitive economy.

Career Objective

Seeking a **Management Level position specializing in Sales, Digital Marketing and Media** where gained leadership, expertise, business contacts and relevant skills can be utilized to facilitate operations, maximize revenue and productivity, as well as ensure strong future growth.

Career Snapshot

Apr 2019 - Present	SALES HEAD Business Media International, Sharjah, UAE
Apr 2018 - Jan 2019	CHANNEL DEVELOPMENT MANAGER Centra Technologies, Dubai, UAE
Dec 2011 - Mar 2018	SENIOR SALES MANAGER JNS Media International, Dubai, UAE
May 2004 - Oct 2011	ACCOUNT GROUP MANAGER Al Nisr Publishing LLC (Gulf News), Dubai, UAE
Mar 2002 - Apr 2004	MEDIA CONSULTANT Primedia International (formerly Tele-Gulf Directory Publications), Muscat, Oman
May 2001 - Mar 2002	SR. ADVERTISEMENT EXECUTIVE Business India Group, Mumbai, India
Oct 1997 - Oct 2000	OFFICER - RESPONSE Bennett Coleman & Co Ltd., (Times of India), Kolkata, India

Key Competencies

- Strategic Sales and Marketing
- Key Account Management
- Customer & Marketplace Intelligence
- Product Launches/Development
- Market Penetration
- Customer Relationship Management
- Profit Optimization
- Market Research & Analysis
- New Business Development
- People Management
- Negotiation & Closing Strategies
- Performance Improvement
- Strategic Alliances & Partnerships
- Business & Financial Acumen

Education

Post Graduate Diploma in Business Management (Marketing)
Indian Institute of Social Welfare & Business Management (IISWBM), India
1998

The Complete Digital Marketing Course
12 Courses in 1 Online Course by Udemy,
Jul 2020

Fundamentals of Digital Marketing
by Google Digital Garage, Jun 2020

Personal Information

Date of Birth
31st October 1973

Nationality
Indian

Marital Status
Married

Visa Status
Employment Visa

Languages
English, Hindi, Tamil, Malayalam & Bengali

Driving License
Valid UAE D/L

Reference
Available Upon Request

IT Expertise

Microsoft Office Applications
(Word, Excel & PowerPoint)

Email, Internet & Other Computer-based Programs

Occupational Profile



Business Media International is a publishing company in the UAE providing businesses the insights and connectivity they need to take the next quantum leap. It promotes Sm@rt SMB, a platform that focuses on enhancing the knowledge quotient of the diverse SMB segment in MEA through print, online portal and industry events.

SALES HEAD

Business Media International, Sharjah, UAE

Apr 2019 - Present

Key Achievements:

- Played an instrumental role in the **success of negotiation and closing sponsorship deals for Round Table and other major event partnerships** in the Middle East and Africa region.
- **Acquired award sponsorship for two (2) flagship event titles: "Smart SMB Summit & Awards" and "Enterprise Transformation Summit & Awards"** across MEA region.
- Successfully increased business opportunities, brand development and circulation growth of Business Media International's magazines: **"Smart SMB" & "CIO ONE"**.
- Track record of success in **managing and organizing numerous company summit & awards ceremonies, as well as trade exhibitions.**
- Successfully **developed and implemented an exceptional and innovative IT conclave event called "Data Strategies"** which became a key part of the organization's yearly calendar.

Job Responsibilities:

- Spearheading the sales growth of magazines across the Middle East and Africa by building long-term relationships with key clients.
- In charge of achieving sales targets by conducting basic marketplace intelligence and research to map business potential of existing customers as well as identify new customers.
- Spearheading and leading the entire sales performance by analyzing, evaluating and executing the best way possible sales strategy in monthly, quarterly and yearly basis to ensure target is achieved/surpassed.
- Uncovering new opportunities through market mapping, analyzing market size, understanding level of demands, and assessing the company capacity to meet the gap.
- Developing and implementing new sales initiatives, effective strategies as well as creative programs to capture customers and stay ahead over competitors.
- Performing a strategic market research that expands company's customer base and ensure its strong presence in the market.
- Communicating any organizational changes and reducing risks through effective change management.



Centra Technologies also known as CentraHub is a digital transformation solutions vendor that provides vertical-specific business process automation suites, CRM, HCM, and Studio platforms that allows metamorphosis of business landscapes.

CHANNEL DEVELOPMENT MANAGER

Centra Technologies, Dubai, UAE

Apr 2018 - Jan 2019

Job Responsibilities:

- Generated leads through partnerships to secure revenue from new and existing channels while building and strengthening relationships with clients and relevant partners.
- Worked closely with key partners to analyze the brand performance including sales figures, P&L details, margins, costs, forecast future sales volumes and propose action plans in order to maximize sales and improve performance.
- Contributed to the development of the digital brand strategy; established short, medium and long-term goals, plans and policies to ensure business growth.
- Defined performance standards and resource allocations to optimize overall brand performance, research plans and ensure innovations/extension plans are appropriately developed.
- Researched new business opportunities by compiling market information and formulating strategic plans to ensure achievement of set targets in terms of operational efficiency, sales revenue and market share.



JNS Media International established in 2012 with market leadership products in Online Publishing, Print, Events & Lead Generations program supported by VAR Marketing Management Established in 2005 as a Dubai Based Marketing Company.

SENIOR SALES MANAGER

JNS Media International, Dubai, UAE

Dec 2011 - Mar 2018

Key Achievements:

- Proven track record of **success in increasing sales and driving revenue for JNS Media International's magazine: "The Integrator"** which was launched in February 2012.

- **Contributor to the success of revenue growth for the flagship magazines: "VAR MEA" & "VAR ARABIA" in print and online portal.**
- **Solely and successfully handled the ad revenues and award sponsorships for five (5) consecutive years.**
- **Consistently received high commission/incentives & letter of appreciation from the management for numerous achievements.**
- **Verifiable track record of success in delivering multiple company awards ceremonies and trade exhibitions**
- **Successfully launched the inaugural of Integrator Awards Night in 2013 and brought maximum number of major sponsors for the event.**
- **Consistently achieved sales objectives and acquired numerous sponsorship deals for various events across the Middle East and Africa.**

Job Responsibilities:

- Established, developed and maintained the sales growth for digital platforms such as banners and mail blast.
- Formulated a strategic account penetration plan detailing the actions necessary to effectively and profitably acquire clients for LeadGen activity.
- Held end to end process ownership of all key account life cycle from prospecting, acquiring, conversion (closing the deal), retention and loyalty.
- Formulated a strategic account penetration plan detailing the actions necessary to effectively and profitably close orders with accounts managed.
- Led and mentored a high value sales specialist team for delivering the set targets and expectations.
- Supervised the sales activities while ensuring appropriate resource allocation, and efficiency of the control frameworks and procedures in accordance with the established policies and regulations.
- Monitored and evaluated sales pipeline, actuals versus forecasted, business performance, and operating efficiencies thereby reviewing progress and enforcing corrective actions as required.



Owned by **Al Nisr Publishing LLC**, **Gulf News** is the biggest selling English newspaper in the UAE. It is also home to the most visited news website in the UAE, gulfnews.com.

ACCOUNT GROUP MANAGER

May 2004 - Oct 2011

Al Nisr Publishing LLC (Gulf News), Dubai, UAE

Key Achievements:

- Spearheaded and developed the **formation of "Classifieds Feature Team"** which resulted to an increased revenue and optimized profit for the company
- Distinction of **getting the maximum sales of magazines like Wheels Magazine, Property Monthly Magazine and Freehold Weekly Magazine** for its launch and future editions.
- Renowned by the management for its full dedication and commitment to consistently achieve and surpass sales targets which led to a **career promotion from Executive to Account Group Manager** in 2009.

Other Achievements

MEDIA CONSULTANT

Mar 2002 - Apr 2004

Primedia International (formerly Tele-Gulf Directory Publications), Muscat, Oman

Key Achievements:

- **Achieved sales targets and renowned as one of the consistent top achievers in the company** by securing the maximum business in two (2) consecutive years.
- Excelled in **promoting Arab Finance Directory across Oman.**

OFFICER - RESPONSE

Oct 1997 - Oct 2000

Bennett Coleman & Co Ltd., (Times of India), Kolkata, India

Key Achievements:

- Track record of **success in featuring numerous major projects in Automobile, Air-conditioning, Travel and Property.**
- **Received career advancement from Executive to Officer - Response** due to consistent dedication and commitment to exceed targets and overall performance.
- **Contributor to the promotion of "Times Buffet"**, a specialized column about eating out joints in Kolkata featured in the Economic Times edition.
- **Consistently earning high commission/incentives & letter of appreciation from the management** for various achievements.

Professional Training

- **"Selling in the Recession" Course Training** by Apex Training & Development - City Guilds, Oct 2009