

Koti Reddy Dodda -M.B.A (Marketing), B.Tech.(Mechanical)

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Career spanning 20 years with project Marketing

Skills: *Sales & Marketing | Business Development | Project Management | Vendor Assessment & Development| Bid Management & Tendering |Techno-Commercial Negotiations | Communication & Presentation*

Solutions handled: *Light Gauge Fabricated Structures |Pre-Engineered Steel Buildings (PEB) | Solar Supporting Structures| Structural Steel | Precast Materials|Space Frames*

Possessing technical-commercial sales experience in consultative Govt. / Institutional sales. Experienced in risk assessment & preparation of mitigation strategies. Unique blend of project management, managerial and operational expertise with problem solving, interpersonal, analytical and decision making skills.

Experienced in maintaining excellent relationship with Key accounts, Technical and commercial data capturing from the tenders, adhering to the same from proposal stage till completion of the works.

Professional Experience:

Assistant General Manager- Marketing & Sales– (Aug2019 – Till Date)
Pennar Industries Ltd. – Hyderabad, INDIA.

Key Profile:

- Key Account Management
- Monthly P&L review for the Key accounts.
- Marketing & Sales of forming products.
- To work on Proposal engineering & contract Management.
- Working on Estimation of Solar, Light Gauge and other forming products.
- Negotiating Contact terms and conditions.
- Working on Technical, Commercial, Schedule compliance.
- Periodical reviews of Sales, Shipment, and Payments.
- To review the project schedules, cost adherence.

Key Accounts Handled:

M/s Tata Nestin
M/s Nanda Chemicals
M/s JSSL
M/s Enertech

Assistant General Manager- Marketing & Sales– (March 2018 – July2019)
Metalkraft Forming Industries Pvt Ltd. – Hyderabad, INDIA.

Key Profile:

- Marketing & Sales of PEB & forming products.
- Working on Pre-Qualifying procedures to get the company's name registered in tenders.
- To work on Proposals, Techno Commercial negotiations.
- To negotiate the orders in budget & to coordinate till project completion.
- Monitoring Purchase, Fabrication & Delivery of materials.
- Review subcontractors POs, tracking deliverables & their payments.
- Periodical reviews of Sales, Shipment, and Payments.
- To review the projects & attend the issues if any.

Major Projects Executed:

Vem Technologies

Sify Technologies

Egwood Panels

Rain Carbon

Sales Manager- Marketing & Sales– (January 2016 – August 2017)**Amiantit Oman Concrete Products LLC-Sultanate of Oman****Key Profile:**

- Selling precast material like RC pipes, RC Manholes, Road Barriers, Telecom & Electric chambers in Infrastructure projects.
- Working on BOQ or turnkey tenders with EPC contractors.
- Follow-up for the projects launched on regular basis and working with companies to introduce Amiantit specification in tenders.
- Quoting for tenders, attending Pre-Bid meetings, negotiating technical & commercial terms and finalizing orders.
- Making proposal, cost analysis and converting enquiries to orders.

Major Projects Executed:

Salalah Sanitary Drainage Services

Salalah Free Zone

Public Authority for Electricity & Water(PAEW)

Oman Broadband Company (OBC)

Ministry of Transport &Communication (MOTC)

Assistant General Manager- Marketing & Sales– (May 2013–October 2015)**Interarch Building Products Pvt Ltd. – Hyderabad, INDIA.****Key Profile:**

- Meeting consultants & companies in various sectors in Aviation, Power, and Urban Infrastructure Development.
- Preparation of Annual Business plan to the region & to coin strategies to achieve the same.
- Working on BOQ or turnkey tenders with EPC contractors.
- Targeting sectors which suits to the services of Interarch.
- Follow-up for the projects launched on regular basis and working with companies to introduce Interarch specification in tenders.
- Quoting for tenders, attending Pre-Bid meetings, negotiating technical & commercial terms and finalizing orders.
- Making proposal, cost analysis and converting enquiries to orders.
- To participate in Technical presentations, Seminars & Exhibitions.

Major Projects Executed:

Tata Advanced Systems Project

SAB Miller Breweries

Indian Tobacco Company.

Assistant General Manager–Sales & Marketing(Jan 2012 –Apr 2013)**Octamec Engineering Limited, Hyderabad, INDIA****Key Profile:**

- To cover the market and to categorise as per the suitable product.
- To supervise the team to enhance the market reach and to convert the inquiries into orders.
- To chalk out the short term & long term strategies to achieve the goals and to maximize on the individual members capabilities.
- To supervise pre sales stage, identifying the active leads, finalizing the orders within the budget matrix, co-ordination for technical discussions, post sales & financial closure of orders.

Major Projects Executed:

Karyavattum Stadium

Transtroy – Space frame for toll plazas

Sales Manager (July 2010 – Jan2012)
JSW Severfield Structures Ltd – Hyderabad – INDIA

Key Profile:

- Meeting companies in various sectors in Power, Urban Infrastructure Development.
- Follow-up for the projects launched on regular basis and working with companies to introduce JSSL specification in tenders.
- Quoting for tenders, attending Pre-Bid meetings, negotiating technical & commercial terms and finalizing orders.
- Making proposal, cost analysis and converting enquiries to orders.
- Extracting the information related to the service offered by JSSL from various sources.
- Exploring various options to make JSSL's material to suit the requirement.

Sr.Sales Manager – (Feb2005 – June 2010)
Kirby Building Systems India Limited. –Chennai, INDIA.

Key Profile:

- Understanding client's requirement.
- Educating/selling the concept of PEB
- Regularly meeting the consultants.
- Keeping the marketing information updated to approach the concerned people to get the orders.
- Close follow up with existing enquiry to convert it into job and closing the contract.
- Ensuring customer satisfaction till completion of the project.
- Negotiation and Closing the contracts in time.
- Preparation of Annual Business plan to the region & to coin strategies to achieve the same.

Major Projects Executed:

NOKIA

FOXCONN

KOHLER India

MRF Tyres

Apollo Tyres

Achievements:

- Achieved Best Sales Executive for year 2006, Star Performer for 2007& for year 2009.
- Ensured timely completion and hand over of all orders.
- Worked as Power User in SAP – SD module implementation

Projects Engineer (May 2003 – Jan 2005)
TechnoV& M Systems – Chennai, INDIA

Key Profile:

- Identifying the fuel-consuming units all over India.
- Pushing the technical literature to such units and following up with them.
- Giving presentation to the selected clients and selling magnetic resonators.
- Analysis of fuel consumption after sales.

Planning Engineer (March 2002 – Dec 2002)
AngkasaSegiSdnBhd – Pinang, MALAYSIA

Key Profile:

- Planning and scheduling of the job and co-ordination with the site in-charge.
- Monitoring the progress in daily & weekly basis and submission of reports to the client.
- Material flow maintenance according to plan.
- Co-ordination with client in monitoring the work according to schedule.
- Consumable planning which is required to the site.
- Preparing the claims according to progress.
- Preparing claims on non-scheduled work (which are not in scope of work).

Professional Development

- Project Management 5th Edition –Certificate course by MSME
- Attended 3 days Training Workshop on Project Selling by Mercuri International.
- Attended work shop of Negotiating Skills by Ramnath Management Consultants.

Academics

- Executive Masters in Business Administration(MBA)-Sales and Marketing, Madras University (2006-2009)
 - Bachelor of Engineering (Mechanical), Kakatiya University (1997-2001)
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