

G.PRANAVAN

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CAREER OBJECTIVE

To be a lifelong learner and in pursuit of my learning inculcating in newer dimensions of knowledge, thereby exalting the ultimate objective of organizational growth

Career Precis

- ⇒ A result oriented professional with **5 + years'** experience in **Sales & Marketing, Channel Management, Business Development, and Team Management.**
- ⇒ Proficient in cementing healthy relationship with clients for generating business.
- ⇒ An effective communicator with excellent relationship building & interpersonal skills. Possess a flexible & detail oriented attitude.

Professional Experience

- ⇒ Designated as **Regional Sales Manager – Siliconveins Pvt Ltd** from 2018 to 2021.
Product Handling – Mobile ERP Software Application - **BIZ ANALYST (UAE & India)**
- ⇒ Worked as a **Area Sales Manager in Redington India Ltd** from 2015 to 2018.
Products Handled_– Computer Hardware Brands - **APC/ LUMINOUS/OPTOMA/UBIQUITI/Other Peripherals.**

Areas of Expertise

Sales & Marketing

- ⇒ Developing and execution of **Strategy** in Marketing and Sales to target growth and increase the Market Share.
- ⇒ Involved in pre and post marketing activities for successful launch of new products.
- ⇒ Organizing sales promotional activities such as stockiest /dealers meet as part of brand building to expand market reach.

Business Development

- ⇒ Identifying and developing potential Partners in the targeted markets ensuring maximum customer satisfaction by providing delivery on time
- ⇒ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ⇒ Exploring markets and collating market intelligence reports for developing key entry strategies to penetrate new markets
- ⇒ Majorly focusing on **Breadth** billing to reach to maximum channel partners.

Channel Management

- ⇒ Identifying and networking with financially strong and reliable dealer's networks, resulting in deeper market penetration and reach.
- ⇒ **Aligning** with the **Principals initiatives** and managing relationships during constant interaction regarding product, pricing, and delivery.
- ⇒ To extend sales, **technical** and commercial support to the dealers.
- ⇒ Completely responsible for generating business to achieve sales, **collections** & Profitability target set by the organization

Team Management

- ⇒ Determining training needs & conducting Programs to enhance efficiency in overall operations towards the accomplishment of overall corporate objectives.
- ⇒ Ensuring timely fulfillment of all **commitments**.

Career Highlights

- ⇒ Developing and execution of **Strategy** in Marketing and Sales to target growth and increase the Market Share in My territory.
- ⇒ Maintain and leverage existing relationships with Business partners & End users (Accounts)
- ⇒ **Stock Planning** and ensuring availability for all Product SKU's for Run Rate Products.
- ⇒ Ascertain **credit worthiness** of the dealer continuously. Fixing up dealer wise credit limits as per company policy.
- ⇒ Developing and **expanding the distribution channel** through the network to enhance product reach and achieve business targets.
- ⇒ **Identifying and Building networks** with financially strong and reliable dealers and channel partners, resulting in deeper market penetration and reach.
- ⇒ **Prospect and qualify** new customers, initiating and establishing new relationships from the interest generation stage to closure.
- ⇒ **Aligning** with the **Vendors** and managing relationships through constant interaction regarding product, pricing, and delivery.
- ⇒ **Interface with clients (End Customer)** as well for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- ⇒ **Collaborate** with management to establish objectives for the expansion of existing relationships.
- ⇒ Conduct **sales activities** (Sales Training & Technical Trainings) necessary to grow sales revenue and achieve goals.
- ⇒ Coordinating internally between **Sales, Logistics** and **Credit team** to enhance business at the Branch level.
- ⇒ Updating with Market Feedback on our own Performance and Competitor's Information's.

Credentials

Academic Qualifications

Master of Business Administration (Sales & Marketing)

SRM Business School, Chennai, 75%

Year of Passed out: 2012-2014

Bachelor of Science (Hospitality Management)

SRM university , Chennai,

70% Year of passed out: 2009-2012

Intermediate (XII)

Madras Christian College Higher Secondary School

Chennai , 60% Year of Passed out: 2007-2009

High School (X)

Doveton Corrie Boys Anglo-Indian Higher Secondary

School 58% Year of Passed out: 2007

IT Skill Set

- ⇒ Proficient in MS- Office (Fundamental, Windows, Word, Excel, Power point)
- ⇒ JBA-IBM ERP / Tally ERP

Personal Dossier

Date of Birth : 23/09/1991 (29 years)

Address : 215 AL Ghozlan -1, 4th Street . The Greens, Dubai.

Languages Known: English, Tamil, Malayalam, & Hindi.