**G. SREEKUMAR**

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**Senior level assignments in Sales & Marketing / Business Development / Key Account Management with an organization of high repute**

**PROFESSIONAL SYNOPSIS**

* A result oriented professional with **over 31 years** experience in Strategic Planning, Sales & Marketing, Business Development, Channel Management and Relationship Management.
* Hands on experience in exploring and developing new markets, identifying customers, brand promotion, new product launch, accelerating growth & achieving desired sales goals.
* A keen planner & implementer with demonstrated abilities in devising customer retention activities for accelerating business growth.
* Proficient in managing business operations with focus on top-line & bottom-line performance and expertise in determining company’s mission & strategic direction as conveyed through policies & corporate objectives.
* Adept in developing / simplifying / streamlining policies, procedures & processes to meet current challenges of industry.
* Monthly target both on Connection & Collection
* Expertise in Digital Satellite Cable Tv and broad band activities having sound knowledge of Kerala & Karnataka Market.

**EMPLOYMENT RECITAL**

**Asianet Satellite Communications Ltd, Kerala, India**

**Area Manager (Kochi Region ) ---- 1996 - 1998**

**Regional Business Head (Kollam Region) – 1999 - 2002**

**AVP/ Regional Business Head (Kochi Region/Kerala)– 2003 – 2011**

**AVP (M), Trivandrum ----- 2011 - 2012**

***DVP / Regional Business Head (Karnataka) – Since 2013 onwards***

***Areas of Expertise***

**Sales & Marketing**

* Formulating & implementing strategies / policies and reaching out to unexplored market segments / customer groups for business expansion.
* Liaising and building healthy relations with business partners for achieving business goals.
* Organising promotional campaigns / technical presentations for new product development; focussing on brand establishment & market penetration.
* Conducting comparative study of various products, competitors and analysis.
* Overseeing the retention of the existing sub-base & customer care.
* Handling the sales & retention of Asianet Digital Set Top Boxes & Modem.
* Seeding of Set Top Boxes, Link Collection, Business expansion to new locations both cable tv & Broadband, credit control, MIS, Staff & Associate Management and Region Profitability.

**Business Development**

* Tracking variance with set targets, preparing standard MIS reports, conceptualising and executing strategies to mitigate target v/s actual.
* Visiting different regions, making presentations to increase customer awareness and help in generating more business by penetrating new markets.
* Incorporating process improvement measures wherever possible for more efficiency/effectiveness.

**Customer Relationship Management**

* Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
* Ensuring that highest service standards are maintained for servicing of corporate clients and maintaining minimum turn-around-time.

**Channel / Distribution Management**

* Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share.
* Handling demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
* Enhancing entrepreneurial skill of the distributors by proving them technical knowledge.

**Team Management**

* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
* Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.
* Managing local cable tv operators and associates.

***Notable Credits***

* Consistently achieved the sales targets.
* Successfully facilitated new schemes launch and made the region profitable.
* **Successfully deployed Set Top Boxes in phase-3 & 4 areas of Kerala & Karnataka.**
* **Successfully launched Asianet Link Internet (ALI) business in Karnataka.**
* **Dexterously enhanced the market share and volume of business, collection and credit control.**
* Bagged the Appreciation / reward letters and certificates for good performance.
* Significantly ensured high level customer care and retention of connection base.
* Considering my high level performance, company rewarded me foreign trips, Titan Awards etc..

**PREVIOUS ASSIGNMENT**

The Aluminum Industries Ltd., Kerala Senior Sales Executive. Oct’86 – May’96

**EDUCATIONAL CREDENTIALS**

* Post Graduate Diploma in Marketing Management from Annamalai University, Madras during 1998
* B.Com. from Kerala University in 1985.

**IT SKILLS:** Well versed with MS Office and Internet Applications.

**PERSONAL DETAILS**

Address - T : Flat No:302, Yajna Residency, Near Sreedevi College, Ballalbagh,Mangalore-575003,Karnataka, India.

Languages Known : English & Malayalam & Hindi & Tamil