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## BUSINESS DEVELOPMENT | SALES

Goal-oriented and solution focused sales expert with diversified global experience and proven success in business development, key account management, channel management, and business operations. Profit center leader skilled at developing and supporting existing and new customers. Experienced strategic planner able to foster market share growth. Driven leader with strong organization, communication, and interpersonal skills, able to motivate and connect with others, and foster strategic relationships with customers.

### Highlights of Expertise

- Business Development
- B2B Sales
- Channel Development
- Market Evaluation
- Key Account Management
- OEM Sales
- Channel Management
- Negotiation
- Sales Management
- Channel Sales
- Marketing/Strategic Planning
- Customer Relations/Service

## Achievements

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- Developed 55 new accounts at AVS Energy Solutions
- Awarded three key Original Equipment Manufacturer (OEM) accounts within the first year at Hisense USA
- Achieved sales revenue of \$9 Million in the first year at Hisense MEA
- Launched Hisense brand of products at Hisense MEA
- Increased sales by 35% at General Electric & Trading Co
- Somotex was awarded the best and the fastest growing distributor at LG MEA
- Increased Sales from 28 Million to 40 Million at Somotex Ltd
- Established institutional cells & countrywide service networks at Somotex Ltd
- South Region was the best After Sales Service team and the 2<sup>nd</sup> highest in spare parts sale at Carrier

## Professional Experience

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AVS ENERGY SOLUTIONS -

**Business Development & Sales Manager, 2018 - 2020**

*AVS Energy is a part of Beyond Inc. Beyond is the manufacturer of LED lights, Solar Products & LED Signages*

- Lead business development and account management.
- Research, Identify and build new customers.
- Conduct energy audit, Develop quotes and proposal for Clients
- Manage Lighting projects.
- Foster customer relations and coordinate customer service.
- Appointment, Training and Management of channel partners (manufacturing representatives and distributors).
- Participate in trade shows and networking events.
- Sales planning and forecasting

**HISENSE****Senior Business Development & Sales Manager- Hisense USA, 2016 - 2017**

*Hisense is a Chinese multinational HVAC, White goods and Electronic manufacturer with revenue of \$15.9 Billion.*

- Directed Original Equipment Manufacturer (OEM) business development and sales, including sales planning and forecasting, business development, and account management.
- Oversaw major account development, including evaluating current and future/new market needs and making recommendations of goals and objectives.
- Completed competitive analysis and introduced products.
- Coordinated projects in collaboration with the engineering team and R&D for new product development.
- Fostered customer relations and coordinated customer service.

**Country Manager - Hisense Middle East & Africa, 2012 - 2016**

- Directed and guided all business and sales operations with accountability for profitability, including business development, key account management, OEM Sales, brand management, competitive analysis, position, and pricing, product introduction, launch, and life cycle management, sales planning and forecasting, and marketing.
- Developed strategic business plans and programs to support market objectives.
- Facilitated Customer Channel program, Distributor and Dealer Training.
- Served as key stakeholder in commercial relationships, distributor appointment and development, sales and marketing, brand management, logistics, and customer relations.
- Monitored Distributors including production, customer services, and inventory.
- Mentored and developed cross-functional teams.

## **Other Related Experience**

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GENERAL ELECTRIC & TRADING CO LLC (WJ TOWELL)

**Retail Manager, 2007 - 2012**

SOMOTEX NIGERIA LTD (MOHINANI GROUP)

**Sales Manager, 2004 - 2007**

CARRIER AIRCON LTD (CARRIER CORPORATION)

**Regional Sales Manager, East, 2004 - 2004**

**Regional Manager, South (After market), 2003 - 2004**

**Regional Sales Manager, South (Refrigeration) 2002 - 2003**

**Branch Manager, 1998 - 2002**

**Area Sales Manager, 1996 - 1997**

**Sales Engineer, 1995 - 1996**

## **Education**

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**Bachelor of Engineering (BE), Electrical Engineering, Kerala University**