

JENU VARUGHESE POTHEN
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Objective:

To seek a responsible and challenging position within a reputed organization in the field of Business Development to invest all my professional skills, qualifications, valuable experience to the optimum level, to facilitate continued career growth and to produce best result for the organization.

Professional Profile

Productive and result-oriented professional with over 18 years of working experience in multicultural environment. Leader with strong organizational skills, and the ability to work effectively under pressure and stress. Motivated to work efficiently without direct supervision in busy environment, handling many tasks simultaneously, able to prioritize workload and multi-task. Effective communication/interpersonal skills and a team player; interact positively with a wide range of people, and establish relationships based on respect. Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to interact effectively with senior management, associates, and customers.

Core Competencies

- Great customer service & communication skills.
- Great negotiating skills & sales skills
- Ability to gain customer confidence in the shortest span of time and build customer relations.
- Able to do administrative tasks.
- Highly efficient in the use of Oracle CRM Modules, Microsoft Outlook, Excel and Word
- Work within a busy office environment, and support office teams in order to ensure the smooth running of day-to-day activities.
- Provide accurate administration of all paperwork generated at Office level.

Organizational Experience

Tolins Tyres Pvt Ltd, Kalady, Ernakulum, Kerala

August 2020 to till date

One of the leading Tyre manufacturing and retreading solutions provider in India.

As a Marketing Head

Duties and Responsibilities

- Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Prepare and manage monthly, quarterly and annual budgets for the Marketing department
- Setting, monitor and reporting to on team goals
- Design branding, positioning and pricing strategies
- Ensure brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Analyze consumer behavior and determine customer personas
- Identifying opportunities to reach new market segments and expand market share
- Monitoring competition (acquisitions, pricing changes and new products and features)
- Coordinate sales and marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives

Tolins Tyres Pvt Ltd, Kalady, Ernakulum, Kerala

October 2019 to July 2020

As a Area Sales Manager

- Managing, training, and providing overall guidance to the sales team.
- Setting sales targets to be achieved by the sales team.
- Monitoring the performance of the sales team and motivating members to meet or exceed salestargets.
- Collecting customer feedback and providing updates to senior management.
- Visiting potential and existing customers to present company offerings and build brand awareness.
- Developing and sustaining long-term relationships with customers.
- Implementing a sales management process to assist the sales team in identifying and prioritizingkey customers and prospects.

Bahwan Electronics LLC, Muscat, Oman

March 2013 to May 2018

Bahwan Electronics LLC (Division of Suhail Bahwan Group of Co.) is a major distributor of Toshiba Multifunction Printers, Epson Plotter, Samsung Desktop Printers and a wide range of electronic productsand domesticappliances.

As a Channel Business Development & Product Head

- Supporting and co-coordinating with sales and service team for ensuring business growth and increasebrand visibility through ATL & BTL.
- Contacted prospects, following leads submitted by management, established customers, and developed through other sources.
- Ensuring customer delight.
- Developed and handled dealer and re seller channels in regions.
- Responsible for designing sales presentations and promotion campaigns.
- Responsible for development and management of new business accounts.

Sitco LLC, Muscat, Oman April 2012 to March 2013

One of the leading I.T and Office Automation Products Dealing Company in Oman, Dealing with major Brands of Rex-Rotary, Optoma, Evolis, Domino and Olymbia.

As a sales Executive

- Generating enquiries and convert in to deals
- Calling on potential customers to demonstrate products and attempt to win new markets.
- Working with channel to increase sales.
- Maintaining loyalty from existing customers through regular review visits
- Supporting clients requirements for new products
- Prepared sales promotional letters to be sent to prospective customers.

Al Abbas Trading Co. llc & Al Abbas Technical Supplies and Services. Abu Dhabi, UAE.(From February 2008 to March 2012.)

The Company has been a leading name in the office equipment industry for several years, representing some of the major brands (Konica Minolta, Develop, canon, Samsung, Kip & IBM Computers) in the office equipment and IT industry.

As a Sales Executive

- Responsible for addressing the needs as well as queries of the customers of the Company.
- Conducting presentations with corporate houses and explain the features of our latest officeline copiers.
- Conducting, as well as attending promotional events, such as trade fairs.
- Preparing proposals and quotations.

Al Dar Engineering, Abu Dhabi, U.A.E. July 2005 to Jan 2008

One of the leading Reseller for HP, Samsung, Konica Minolta Multifunction Printers and Cadreprographics centre as well as drawing consultant for major M.E.P. contractors

As a Sales Executive

- Responsible development and management of new business accounts.
- Supporting clients requirements for new products
- Material procurement.
- Preparing proposals and quotations.

Alco Aluminium Products, Thiruvalla, Kerala. July 2003 to May 2005

One of the leading Aluminium Ladder Manufacturing and Trading Company in South India.

As a Business Development Executive

- To Promote the domestic and industrial purpose aluminium ladder in all over Kerala through dealer net work and institutional sales.
- Appointing dealers in major towns of south India
- Material procurement.
- Preparing proposals and quotations.
- Preparing Sales Reports, Invoices and L.P.O's
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EDUCATIONAL PROFIL

- Bachelor's Degree in Business Administration-Madurai Kamaraj University- Tamilnadu, India
- Diploma in Mechanical Engineering, (Course Completed) Board of Technical Education Karnataka, India.
- I.T.C. (Computer Operator & Programming Assistant) -National Council for Vocational Training.

Training Attended

- **Product Training on Estudio5560/4555C/2050 at Toshiba Dubai.**
- **Product Training on Print Management System(Y Soft, Papercut)** at Toshiba Dubai.
- Successfully completed **AUTO CAD** training from Small Entrepreneur and Training Institute Thiruvalla, Under Government of India Ministry of Small Scale Industries.
- Completed various computer courses (Ms Word, Excell, Power Point, FoxPro, and Visual Basic & C++).

Driver's License: valid UAE, OMAN & INDIA Light Vehicle drivers license

PERSONAL PROFILE

Gender	:	Male
Marital Status	:	Married
Date of Birth	:	04-11-1975
Nationality	:	Indian
Languages Known	:	English, Hindi, Tamil, and Kannada &
Malayalam Permanent Address	:	Nellimoottil House Kulakkadu, Thiruvalla Kerala, India-689101, Tel. +91 6282569378

Place: Ernakulum

Date: 29/11/2022

JENU VARUGHESE POTHEEN