

CURRICULUM VITAE

KEVIN JOHN

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Objective

To be a part of a Performance Driven Organization wherein I could effectively utilize my sales oriented skills as well as expertise in the best possible manner which helps in ensuring personal as well as organization goals.

Professional Experience:

CURRENT EMPLOYER

MRF LIMITED

Period of Work : 02.07.2009 to 27.08.2020
Area of Operation : Vellore (Tamil Nadu)
Designation : Area Sales Manager

Job Profile

Area Sales Manager (ASM) - Vellore (From 1.05.2019 to 27.08.2020)

- To handle the entire sales portfolio of MRF across Vellore, Neyveli & Pondicherry.
 - To ensure overall rupee value growth of three sales offices – Vellore, Neyveli & Pondicherry
 - To ensure market share growth in all product categories across the region.
 - To engage in forecasting the right product mix month on month in-order to meet the dealer requirement thereby increasing market share.
 - To identify potential candidates in the region & appoint them.
 - To ensure growth of passenger car tyres sales in identified markets such as Vellore, Kanchipuram, Thiruvannamalai, Pondicherry & Villupuram.
 - To put all efforts in achieving the sales objectives.
 - To capture the latest market trends & activities done by competition & inform the management on the same.
 - To actively involve with the team in converting the other brand users to MRF (especially major truck fleets).
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- To ensure the customer claims/grievances is resolved with minimum time period.
- To keep a track on the profitability/satisfactory level of the channel partners & inform the management.

Area Sales Manager – Calicut (From 1.08.2017 to 30.4.2019)

- To handle the entire sales portfolio of MRF covering seven districts in Kerala (North).
- To ensure market share growth in all product categories across the region – Calicut, Palakkad & Kannur.
- To ensure the overall rupee value growth of three sales offices – Calicut, Kannur & Palakkad.
- To put all efforts in achieving the sales objectives.
- To engage in forecasting the right product mix month on month in-order to meet the dealer requirement thereby increasing market share.
- To identify potential candidates in the region & appoint them.
- To keep a track on the profitability/satisfactory level of the channel partners & inform the management.
- To capture the latest market trends & activities done by competition & inform the management on the same.
- To actively involve with the team in converting the other brand users to MRF (especially major truck fleets).
- To ensure the customer claims/grievances is resolved with minimum time period.

Area Manager - TN (From 1.06.2015 – 31.7.2017)

- Ensure turnover growth of all T&S's (Premium MRF dealers) under Tamil Nadu region which spreads across - Coimbatore, Madurai, Salem & Chennai - with base town as Chennai.
 - To involve in the sales related activities of the flagship showrooms & ensuring growth in sales across product categories.
 - Ensure compliance to brand guidelines at T&S showrooms with the help of SOP (norms).
 - Identifying potential candidates & expanding the network.
 - Monitoring & guiding the sales force in the region.
 - Mapping the activities of competitors in the market & reporting.
 - Provide Training for dealers & staff to get acquainted with product features.
 - Co-ordinate the activities of T&S inauguration & hand holding them.
 - To act as a facilitator to T&S network in the region by ensuring uninterrupted supply of inventory & promoting sales.
 - Perform lead generation activities in order to increase customer walk-ins at T&S's.
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Sales Executive (From 18.11.2013 – 31.05.2015)

- Handling MRF premium dealers (T&S's) under Calicut sales office which spreads across – Thrissur, Palakkad, Malapuram, Calicut, Kannur & Kasargod.
- Ensure Rupee value growth of the channel.
- Adequate forecasting of right product mix for ensuring dealer profitability.
- Identify potential candidates in the low market share towns & inaugurating them.
- Gathering latest marketing trends of competitors & reporting.
- Support & guide the front line sales force.
- Handling Tyre defects & attending customer grievances.

Senior Sales Supervisor (From 05.11.2012 – 16.11.2013)

- Steering the sales & operation team under Trivandrum sales office comprising of Trivandrum, Kollam & Pathanamthitta districts.
- Widening the channel sales.
- Achieving sales target of the depot in all product categories.
- Provide faster resolution to the customer grievances.
- Ensuring turnover growth of MRF dealers & of the sales office.
- Establishing relations with OED's & promoting our superior brands.

Sales Supervisor (From 01.11.2011 – 03.11.2012)

- Special Task of monitoring premium dealer network (T&S) – All Kerala with base town as Ernakulam.
- Focus on Truck Radial Tyre sales
- Analyzing & reporting various Tyre related issues.
- Attending Consumer Redressal Forum cases of the co.
- Meeting fleet owners & promoting our superior brands.
- Developing poor performing dealers to grow by providing marketing support.

Territory Sales Incharge (From 02.07.2009 – 31.10.2011)

- Front line sales Incharge handling channel sales in Kottayam, Alleppy, Idukki districts for a year & in Thrissur, Palakkad & Malapuram for the succeeding year.
 - Achieving sales targets & turnover.
 - Network expansion.
 - Reporting of competitor activities from the field such as schemes, discounts etc.
 - Conducting promotional campaigns across, benefitting channel sales.
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PREVIOUS EMPLOYER

V- GUARD INDUSTRIES LIMITED

Period of Work : 06.10.2008 to 17.06.2009
Area of Operation : Palakkad/Kollam
Designation : Jn.Executive - Marketing

Job Profile

Jn. Executive - Marketing (From 06.10.2008 – 17.06.2009)

- Monitoring the primary as well as secondary sales of V-Guard products in the region.
- Network expansion.
- Conducting promotional campaigns.

Professional Qualifications

- **Master of Business Administration (MBA)**
(*Marketing & HRM*)
University of Calicut
- **Bachelor of Commerce**
(*Income Tax Law & Practice*)
University of Calicut

PROJECT DONE

- Did mini project on “**RECRUITMENT & SELECTION PROCEDURE AT RELIANCE COMMUNICATIONS Ltd, BANGALORE**”
- Did main project entitled “**SALES POTENTIAL OF V-GUARD FANS AT V- GUARD INDUSTRIES PVT Ltd, COCHIN**”.

TRAINING ATTENDED

- Full course Training on Retail Management at ASCII, Hyderabad.
 - Training on Managerial skills & etiquettes at MRF H.O
 - Training on Channel sales management at MRF H.O
 - Two month training on dealer handling & network expansion at MRF H.O
 - Training on product technical at MRF plant (Thiruvattiyoor).
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Exposures

Management Services

- Client Relationship Management.
- Business Development & Growth.
- Sales and Marketing.

Computer Skills

- Ms-Office (well-versed in Excel, Word & Power point)
- Knowledge in SAP
- Diploma in Computer Basics.

Personal Details

Name	:	Kevin John
Father's Name	:	K.V John
Age	:	36
Nationality	:	Indian
Date of Birth	:	1 st May 1985
Languages Known	:	English, Malayalam & Tamil

References: Will be produced on demand.

KEVIN JOHN
