# ``K.S.GIRI

# Plot No.201,SR375

Seetha Ramnager Colony

Near Safilguda Railway Station

Secunderabad-5000556

Andhra Pradesh

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## OBJECTIVE

## Leadership position in Sales &Marketing in an Organisation, Where high Conversation rates-competence in new and upcoming products and Enthusiastic consumer relations needed.

## SUMMARY OF QUALIFICATIONS

## Across-functional manager with 18 years of professional history of high achievement in Sales & Marketing, Demonstrated high capabilities to provide consistent and reproducible results by reengineering self and systems, Excellent ,inter&intrapersonal skills with leadership Motivational qualities.

## SKILLS AND ACCOMPLISHMENTS

Spear heading regional promotional campaigns, Corporate Image building

Developing operating plans for the units, establishing a strong dealer network

And leading the team towards accomplishment of sales objects

Analysing sales data and forecasting sales.

Formulation of marketing plans to ensure sales performance and profitability.

Excellent communication,interpersonal,team building and motivational sklls,commited to forecasting professional development both in self and in co-workers

## PROFESIONAL EXPERIENCE

1. Presently Working as a Regional Sales Manager In Kesri Continental (Homes Scapes Bedding Products) Since Jan 2024

2. Worked as a **Area Sales Manager** in **Complete Comfort Solutions Pvt Ltd** From **Nov 2017 to 2023 (Therapedic Mattresses)**

3. Worked as a **Area sales manager** in **Eclipse International** (**EclipseMattress**) From August 2014 to oct 2017

4.Worked as a **Area Sales Manager** in **Centuary Fibre Plates Ltd(Centuary Mattresses)** From Feb 2010 to july 2014

5..Worked as **Area Sales Manager** In **Dorcas Market Makers Ltd(Medimix**)

from july 1999 to Dec 2010

6. Worked as a Territory Sales Incharge in **Marico Industries Ltd** from July 93 to June 99

Job Responsibilities

* Sales and Distribution Management
* Handling a team of executives- with 10 Sales officers
* Monitoring the monthly,quarterly & Annually set targets.
* Executed new brand launches and brand extensions
* Width & Depth of Distribution
* Supervising,Planning,Implementing plans and schemes,handling consumer promotion other promotional activities,competitors activities,overall achieving the targets.
* Introduced the Milan Club for Wholesalers in the Twin Cities.
* Introduced Top 25 Retailers Club for key retailers in Twin Cities
* Handled New Brand Launches and brand extensions successfully.
* Introduced TQM at distributors and at ISR’S .
* Hanling a team of ISR’S and monitoring the Distributors,Salesmans.

## EDUCATIONAL QUALIFICATIONS

Bachelor Of Commerce : 1992

Post Graduation Diploma in Marketing 1993

Master of Bussiness Administration 1994-1997

**COMPUTER SKILLS:**

Operating Systems : Windows 2000, Dos

GUI : Visual Basic 6.0

DBMS : Ms-Access

RDBMS : Oracle 8.0 Devloper 2000

Programming Languages : C,C+ +,Unix Administration

**PERSONAL DETAILS**:

Date of Birth : 04-05-1974

Current Ctc : 7.2 Lacs

Industry Type : Fmcg & Mattresses Industry

Location Preference : Andhra Pradesh.

Total yrs of Exp : 22 Yrs

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