

# **RESUME**

**DINECHE COUMAR.J**



## **Career Objective:**

To Pursue a career with a Progressive organization playing an active role in management tasks and helping in achieving organizational goals.

## **Educational Qualification:** B. Tech., MBA

Specialization : Civil Engineering  
Year of Passing : May 2000  
Class : First Class  
College : Pondicherry Engineering College  
University : Pondicherry University

## **Post Graduation:**

Specialization : Marketing Management  
Year of Passing : May 2005  
University : Annamalai University

## **Computer Knowledge:**

Languages : C, C++, Java, HTML, DHTML, JSP, Servlets, JDBC,  
Scripting Languages : V.B Script, Java Script  
Database : Oracle 8i, JDBC, ASP  
Operating System : MS-Dos, Windows 2000

**Current Job:**

**Currently working in PERI FORMWORKS INDIA PVT LTD (MNC) -Sales Management**

**Responsibilities:**

1. Responsible for the overall ROI of all Vertical Business units of the company.
2. Strategize for new product development as per market needs in the Region.
3. Ensure market share improvement as per company Target in the Region,
4. Formulation of strategy for Marketing and sales team.
5. Over seeing market research and feasibility study of product verticals.
6. Yearly sales Target vs prorata analysis and helping team to achieve the expected revenue.
7. Strategizing sales and Key accounts sales.
8. Close coordination with operation and accounts team and ensuring smooth process is adhered.
9. Finding pathways to expand company's operations and business across south India.
10. Networking with Business owners and finding new business feasibility.
11. Ensuing Brand visibility and brand equity of the company.
12. Ensuring Morale of the team members and keeping motivated.
13. Participation in revenue meeting with key inputs to Management at regular intervals.
14. Order forecasting, planning and budgeting for the branches.
15. Optimization of manpower and motivating the team.
16. Coordination with HR on training module for the team
17. Participation in industry seminars and exhibitions

**Previous job experience:**

**1.CHIEF MARKETING OFFICER (CMO) – SUN INFRAA Pvt Ltd- Leading Turnkey Construction and Interiors Company.**

**Responsibilities:**

1. Responsible for the overall ROI of all Vertical Business units of the company.
2. overall responsibility for all of the company's marketing activities.
3. Creating budget for marketing activities and updating to the management.
4. Formulation of strategy for Marketing and sales team.
5. Updating management on new acquisition's and tie ups.
6. Over seeing market research and feasibility study of product verticals.
7. Yearly sales Target vs prorata analysis and helping team to achieve the expected revenue.
8. New product Development and updating management on BMC.
9. Strategizing B2B sales and Key accounts sales.
10. Close coordination with operation and accounts team and ensuring smooth process is adhered.
11. Finding pathways to expand company's operations and business across south India.
12. Networking with Business owners and finding new business feasibility.
13. Ensuing Brand visibility and brand equity of the company.
14. Ensuring Morale of the team members and keeping motivated.
15. Participation in revenue meeting with key inputs to Management at regular intervals.
16. Order forecasting, planning and budgeting for the branches.
17. Optimization of manpower and motivating the team.
18. Coordination with HR on training module for the team

19. Participation in industry seminars and exhibitions

**2. VICE PRESIDENT - TISPL (India ) Pvt Ltd**

**Responsibilities:**

1. Competitor analysis and sales strategy update to management.
2. New product development and marketing strategy.
3. Presentation of pricing strategy to the Management.
4. Responsible for overall ROI of the department.
5. Coordinating and participating in seminars and exhibitions.
6. Ensuring for smooth and successful negotiation with the customer.
7. Regular updates to the management on the business trends and actions plans for India.
8. Market survey and establishing new branch offices at potential places.
9. Ensuring maximum ROI of the branch.
10. Market intelligence and developing Strategies.
11. Order forecasting, planning and budgeting for the branches.
12. Optimization of manpower and motivating the team.
13. Price positioning of the product, coordinating with the production department ensuring
14. Liquidity as per the schedule mutually accepted.
15. Brand promotion and increasing the brand equity of the product.
16. Conducting seminars to engineers and contractors on a regular basis.
17. Motivating and training second level managers.
18. Ensuring the customer satisfaction and find innovative methods for servicing them.
19. Ensuring max output form Channel partners.
20. Maintaining relationship with corporate companies.

21. Ensuring collections on time and reducing the old outstanding.

### **3. Sales Head(Pan India)- in Paschal Form works (India ) Pvt Ltd ( German MNC)**

#### **leaders in scaffolding and Form works.**

#### **Responsibilities:**

1. Regular updates to the management on the business trends and actions plans for India.
2. Responsible for overall sales of the scaffolding and Form works Division for the branch.
3. Market survey and establishing new branch offices at potential places.
4. Ensuring maximum ROI of the branch.
5. Market intelligence and developing Strategies.
6. Order forecasting, planning and budgeting for the branches.
7. Optimisation of manpower and motivating the team.
8. Price positioning of the product, coordinating with the production department ensuring Liquidity as per the schedule mutually accepted.
9. Brand promotion and increasing the brand equity of the product.
10. Conducting seminars to engineers and contractors on a regular basis.
11. Motivating and training second level managers.
12. Ensuring the customer satisfaction and find innovative methods for servicing them.
13. ensuring max output form Channel partners.
14. Maintaining relationship with corporate companies.
15. Ensuring collections on time and reducing the old outstanding.

**4.Worked as Sales Manager- for SSF- (Building Materials Division of XENEL-ABT GROUP) in SAUDI ARABIA**

**Responsibilities:**

1. Regular updates to the management on the business trends and actions plans.
2. Responsible for overall sales of the scaffolding Division for the branch.
3. Market survey and establishing new branch offices at potential places.
4. Ensuring maximum ROI of the branch.
5. Market intelligence and developing Strategies.
6. Order forecasting, planning and budgeting for the branches.
7. Optimization of manpower and motivating the team.
8. Price positioning of the product, coordinating with the production department ensuring Liquidity as per the schedule mutually accepted.
9. Brand promotion and increasing the brand equity of the product.
10. Conducting seminars to engineers and contractors on a regular basis.
11. Motivating and training second level managers.
12. Ensuring the customer satisfaction and find innovative methods for servicing them.
13. Ensuring max output form Channel partners.
14. Maintaining relationship with corporate companies.
15. Ensuring collections on time and reducing the old outstanding.

**5. Worked as Sales Head-Construction Equipments for  
HYUNDAI EAST AFRICA LTD in TANZANIA (East Africa).**

**Responsibilities:**

1. Responsible for overall sales of the construction Equipment division.
2. Preparing sales plan and ensuring the achievements.
3. Market trend analysis and formulating new strategies.
4. New product development.
5. Planning and implementation of Brand Building activities.
6. Planning and Budgeting for the Department.
7. Price positioning of the product.
8. Ensuring max ROI for the company.
9. Optimisation Of man power and minimizing of cost.
10. Market survey and identifying potential places.
11. Motivating and training second level managers.
12. Ensuring the customer satisfaction and find innovative methods for servicing them.
13. Ensuring max output form Channel partners.
14. Responsible for the smooth function of the C & F department.
15. Identifying potential places for opening retail outlets.

**6. Senior manager Marketing - Construction Division for Ameya  
Dye chem. Pvt.ltd (India).**

**Responsibilities:**

1. Responsible for all India sales of the division.

2. Planning and budgeting for the year.
3. New product development.
4. Competitor analysis of the product.
5. Developing and implementation of Strategy for the product.
6. Price positioning.
7. Pilot running of the product in a particular geography.
8. Finding the gaps and derive solutions.
9. Planning and implementation of brand promotional activities.
10. Tracking the progress and feed back from customers.
11. Market Intelligence and Competitor Activities.
12. Optimisation Of man power and minimizing of cost.
13. Market survey and identifying potential places.
14. Motivating and training second level managers.
15. Ensuring max ROI to the company.

**7. MANAGER –Retail Steel Business for ESSAR STEELS LTD in Tamil Nadu (INDIA)**

**Responsibilities:**

1. Opening of new Retail outlets in potential places there by creating more Revenue to the company.
2. Achieving Business targets and ensuring smooth running of each Retail Outlets.
3. Planning and budgeting for each outlet.
4. Motivating and Training of sales people.



5. Coordinating with factory and Handling logistics issues.
6. Ensuring Maximum ROI from each retail outlet.
7. Responsible for customer relation management.
8. Market Intelligence and Competitor Activities.
9. Optimisation Of man power and minimizing of cost.
10. Conducting Brand promotional activities.
11. Market survey and identifying potential places.

**8. ASSISTANT MANAGER- Key Accounts Marketing in ADITHYA BIRLA GROUP handling corporate sales for Karnataka and Goa state (INDIA).**

**Responsibilities:**

1. As a Team leader for two states planning, achieving sales target and motivating sales team.
2. Meeting corporate clients, engineers and architects, getting business for the company.
3. Planning and conducting brand promotional activities and technical meets.
4. Responsible for customer relationship management and project relation ship management.
5. Market intelligence on competitor activities.
6. As a technical person handling customer complaint and guiding the Customer service executives.
7. Handling logistics and C&F issues.
8. Contributing maximum realization to the company.
9. Minimising cost and optimization of man power.

## **9. Area in Charge-The Associated cement companies ltd (INDIA)**

### **Responsibilities:**

1. Meeting engineers and architects, getting business for the company.
2. Planning and conducting brand promotional activities in developed and under developed markets.
3. Expanding network in under represented areas.
4. As a technical person handling customer complaint and guiding the customer service executives.
5. Handling logistics and C&F issues.
6. Contributing maximum realization to the company.

### **Training Attended:**

1. Professional selling skills-Achieve Global India.
2. Communication and Analytical Skills-Dale Carnegie.
3. How to achieve corporate goals-Boston consultancy.
4. Workshop on customer handling-NIS-Bangalore.
5. Marketing and Management skills – Liba – Chennai.
6. Handling customer complaints-Paradigm Power.

**Languages Known:** English, Tamil, Hindi, Malayalam, French and Japanese.

### **Extra-Curricular Activities:**

1. As a Basket ball Player represented state 3 times in national level tournaments.
2. Playing Badminton and table tennis.
3. Playing Guitar and Keyboard.

**Personal Data:**

Name : DINECHE COUMAR.J

Fathers Name : V.JeyaKumar

Date of Birth : 25-10-1977

Sex : Male

Nationality : Indian

Marital Status : Married

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Yours Truly,

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