

GIREESH SUDHAKARAN

BUSINESS DEVELOPMENT || SALES STRATEGY & EXECUTION || PRODUCT STRATEGY || CHANNEL MANAGEMENT || OPERATIONAL EXCELLENCE || MODERN RETAIL || STRATEGIC LEADERSHIP BEHIND TOP-LINE, BOTTOM-LINE & MARKET SHARE GROWTH

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More than 2 decades of progressive career journey with extensive experience in **Channel Sales & Business Development, Product Category Management, Sales Strategy, Team Leadership, Key Account Management & P&L Management**, across multicultural environments and different geographies.

- **A Successful track record** of employing strong process orientation and a focused approach to grow revenue, turnaround underperformance, and gain market share from competition.
- **Progressive responsibilities and promotions** during the tenure basis superior performance in all assigned regions. Elevated to a senior leadership role with full strategic, operational, and P&L authority for the assigned region.
- **Wealth of expertise entails** collaborating with clients/conceptualization of new business processes / Rapid Development to achieve greater Speed and Agility in execution / Developing and leading a high performance team.
- **Key People Leader**, who has successfully led and motivated **large teams towards growth**; created a clear & compelling view of the future through coaching and execution; developed performance management systems and has a successful track record of achieving sales targets, improving product mix, network development, and gaining market share .
- **Surpassed ambitious growth** objectives by expanding the business beyond the existing operational and product footprint.
- **Fostered Lasting Relationships and Promoted Organic Growth** with Channel intermediaries through value-added strategic analysis and execution of consultative solutions.

CORE COMPETENCIES:

Strategic Planning & Leadership / Business Development / P&L Management / Channel Partner Management / Process Strategy & Transformations / Demand Forecasting & Research /Product Strategy & Positioning / Key Account Management / Strategic Alliances / People Management / Operations Management / Modern Retail

AREA OF EXPERTISE

Sales Operations/ Product Management

- Managing complete Sales operations with a key focus on the top-line growth and bottom-line profitability by ensuring optimal utilisation of available resources
- Conceptualizing & implementing competent strategies to penetrate new accounts; expand existing ones for a wide range of products
- Devising & implementing strategies for product launches to ensure proper positioning in the marketplace
- Establishing product pricing, sales, and revenue targets and performance reviews; driving business growth & ROI

Leadership

- Recruiting , Mentoring and retaining a high performing sales team .
- Fostering a culture of accountability , collaboration and continuous improvement .
- Coaching and motivating a large cross functional team towards achieving ambitious objectives.
- Designing efficient performance tracking systems to ensure optimum market coverage , key product segment focus and maximum ROI on shop floor investments .

Business Development/Sales/Channel Management

- Establishing strategic alliances/tie-ups with financially strong & reliable channel partners, resulting in deeper market penetration
- Using data analytics and market intelligence to identify areas of growth and expansion both in existing and new channel partners.
- Increasing revenue & counter share growth through strategic sales/ product solutions, analytics & channel partner alliances
- Delivering Customer Experience by assessing customer journey maps and expectations, benchmarking practices (internal and external) .

P&L Account / Category Management

- Formulating go-to-market strategies for products like frost free refrigerators & front load washing machines.
- Tracking market share movements across geographies and planning strategic interventions.
- Liaising with the marketing department on product strategies, new product development and improving product mix.
- Managing P&L to reduce discrepancies and maintaining timely and under-budget project completions.
- In charge of profitability objectives at SKU/ segment level for product categories.

EMPLOYMENT CHRONOLOGY

Since Nov 2011 with Whirlpool of India Ltd.

Current Position: Category Head- Frost Free Ref & Front Load WM

Growth Path:

Dec 2023-Till date. : Regional Director -South 2
Dec 2021-Nov 2023: Category Head- Frost Free Ref & Front Load Washing Machines.
Jan 2019-Nov 2021: Senior Branch Manager –Cochin
Nov 2017-Dec 2018: Senior Branch Manager –Chandigarh
Mar 2016- Oct 2017: National Key Account Manager –Modern trade
Nov 2011-Mar 2016: Regional Manager-Modern Trade for South .

Regional Director -South 2.

- Leading business operations of South 2 region.
- In charge of achieving revenue, profitability and market share objectives for the states of Telangana , Andhra Pradesh & Karnataka .
- Mentoring , developing and leading a team of 4 branch managers and 32 area sales managers.
- Cross functional leadership of commercial, retail marketing , customer service and logistics teams of the region.
- Planning , evaluating and optimizing resources to have effectiveness in business operations while ensuring cost efficiency.
- Formulating quarterly and annual plans for the region along with execution priorities.
- Ensuring organizational values and standards of execution are maintained at all levels of regional operations.
- Talent assessment and ensuring talent pipeline for future leadership roles.

- Keeping close contact with all the key customers .
- Handling multiple channels of distribution , retail , modern retail , institutional sales and CSD /CPC.
- Ensuring effective coverage of the territory through expansion of distribution channel.
- Benchmarking competition and formulating short term and long term counter strategies.
- Engaging with Indian leadership team on long term business vision and strategies , business review and product strategies .
- Engaging with marketing team on new launches, product development and market feedback.

Category Head- Frost Free Ref & Front Load Washing machines

- Led top-line & bottom-line objectives of the product category and worked towards designing and executing strategies for market share growth
- Performed data analysis and monitored market insights to forecast industry trends
- Collaborated with marketing department for product development and long-term product strategies.
- Conceptualised and executed GTM strategies for various channels and was accountable for forecast accuracy and product availability
- Managed discount budgets and spearheaded sales team for category focus and growth
- Led special projects for long term sustainable growth of the product category & improvement of product mix.
- Championed category growth strategies and execution with regional/ branch heads.
- Designed and tracked new product launches effectively across channels.

Accomplishments

- Designed and implemented DMDC strategy for the entire FF product range which helped to minimize channel conflict and improve desired channel mix by 5%.
- Achieved 4% increase in saliency of high margin product segments through focused channel / geographical interventions.
- Successfully launched the new front load range of washing machines across all the key channel partners and achieved presence across 2000+ outlets.

Senior Branch manager –Cochin (2019-2021) / Chandigarh (2017-2018)

- Achieved revenue, market share, and collection targets for the branch
- Led cross-functional team of sales, customer service, trade marketing, commercial, and logistics functions to ensure achievement of business objectives
- Conceptualized and executed short-term and long-term business plans and channel strategies for meeting business objectives.
- Executed channel development strategies across multiple channels and conducted periodic market research benchmarking competition activities and industry trends
- Played a pivotal role in improving premium product mix by focused channel interventions and driving sales team .

Accomplishments

- Essayed a stellar role in achieving market leadership in Ref & Washer categories in the Cochin branch for the years 2020 & 2021.
- Provided strategic direction & led execution actions for gaining share of 4% in REF category & 2.8% in WM category
- Strengthened company image through improvement in premium product mix by 8% in 2021 over the previous year.
- Fueled business performance level, by carrying out large scale channel corrections to improve reach & market share in key geographies in the Chandigarh branch
- Impacted organization profitability by gaining market share in key product segments through focused product placements & channel strategies.1.2% share gain in premium REF & 2% share gain in FAWM category in Chandigarh branch in 2018.

National Key Account Manager –Modern trade

- Worked towards the achievement of revenue, business share, and profitability targets of national Key accounts
- Developed yearly terms of trade covering rebates, business targets, planogram & Marketing calendar to ensure the growth of business
- Accountable for designing product/segment level strategies to grow counter share and share of shelf
- Played a pivotal role in conducting Shop floor display and visibility as per benchmarks and execution of BTL activities.
- Ensured adherence to agreed SOPs of key accounts and led a team of 14 area sales managers to ensure achievement of secondary & counter share targets
- Developed and executed marketing activities and in-store promotions within the budgets allocated
- Performed Periodic business reviews and made course corrections when required

Regional Manager-Modern Trade for South

- Led Modern trade channel for the South region, accountable for achieving the revenue & business share targets for the South.
- Bestowed with the responsibility of achieving the volume and profitability targets of Modern trade key accounts based out of South
- Drove product mix & share gains in focus product segments in key accounts by designing yearly terms of trade agreements and product level strategies.
- Led a team of 5 area sales managers to ensure state-wise/account-wise targets are met.
- Ensured adherence to all the shop floor execution targets in modern trade stores in the display, POS implementation, and engagement with local teams of Modern Trade partners.
- Achieved fill rate targets through efficient inventory forecasting & cross-functional coordination with logistics

EARLIER CAREER GLIMPSE

Jun 2008-Nov 2011| Hp India Sales Pvt. Ltd., Hyderabad
Area Sales Manager- Notebooks & Computers Division.

Jan'07-June'08 with ICI India Ltd.

Area Sales Manager-Paints Division

Apr 2003-Jan 2007 with Voltas Ltd., Chennai

Area Sales Manager-Cooling Appliances Division

ACADEMICS

Post Graduate Diploma in Management with specialisation in Marketing & Finance from Lal Bahadur Shastri Institute of Management, Delhi (2001- 2003).

BBA from Mahatma Gandhi University, Kottayam, Kerala (1997- 2000). Secured 2nd Rank in College.

Personal Information

Date of Birth: 30th May 1980.Address:Flat No.306, Alcazar Plaza,Road No.1, Banjara Hills , Hyderabad -500018.