

C.Y. SARAVANA KUMAR

SENIOR MANAGEMENT PROFESSIONAL -
Business Development Manager – PAN India



Contact

✉ saravanacy@gmail.com
☎ +91 9686606868

Core Competencies

P&L Management

Revenue & EBIDTA Growth

Key Account Management

Business Strategy & Execution

New Business Development

Strategic Alliances & Partnerships

Profit Centre Operations

Sales & Marketing

Team Building & Leadership

Academic Details

- Executive Post Graduate Diploma in Management in Marketing Management from Alliance School of Business, Bangalore in 2020 with
- Bachelor of Engineering (Mechanical) from Erode Sengunthar Engineering College, Erode, Bharathiar University, Coimbatore in 2002 with 77.53%
- 12th from BHEL Matriculation Higher Secondary School, Trichy in 1998 with 82.75%
- 10th from YWCA Matriculation Higher Secondary School, Trichy in 1996 with 70.8%

Profile Summary

- Accomplished Business / Operations Strategist with impressive success in Strategic Planning, Operations Management, Project Management & Capacity / Cost Projections offering **nearly 19 years** of experience in **Sales and Application in CNC Carbide Cutting Tools including Tool Holding Systems**
- Presently associated with Duracarb Division of Taegu Tec India Pvt. Ltd., Senior Manager – Business Development and Customer Service PAN India
- Merit of achieving year on year growth of at least 15%
- Merit of achieving good GP to Company
- Expert in balancing the TOP and Bottom Line
- Skilled in attaining customer delight by driving best practices and in turning around operational performance
- Expertise in managing business demand by balancing external delivery, internal revenue growth and effective risk management
- Steered business process improvement and operational excellence through implementation of quality concepts such as Business Monitoring Systems
- Trusted leader, with comprehensive experience in adapting business strategy to organizational vision; front-led large sized multi-cultural teams of approx. up-to 30+ members
- An enterprising leader with dexterity in leading personnel towards accomplishment of common goals
- Currently responsible for Pan India recruitment as additional responsibility

Career Timeline



Organizational Experience

Since MM'05 with Taegu Tec India Pvt. Ltd.

Growth Path:

- MM'05-MM'08** Engineer, Coimbatore
- MM'08-MM'10** Senior Engineer, Chennai
- MM'10-MM'12** Territory Manager, Coimbatore, Kerala & Trichy
- MM'12-MM14** Area Manger Manager, Karnataka, Andhra Pradesh, Telangana, Odisha & Goa
- Since MM14** Regional Manager, Karnataka and Goa
- Since MM20** Business Development Manager Duracarb Division of Taegu Tec India Pvt. Ltd for PAN India

Role:

- Leading a team of engineers for meeting the agreed targets; troubleshoot business problems and implementing creative, highly effective solutions
- Executing profitable & productive business relationships and building an extensive client base with merit of accomplishing multi-fold revenue increase
- Monitoring strategies to enlarge the core market base of the company based on market research data while conceptualizing, planning and implementing processes to drive business volume growth

Training

- Attended Sellavision Training Programme-I in Pune for 4 days

- Providing visionary leadership in assessing client needs and strategically positioning products to achieve specific objectives
- Conceptualizing, restructuring and standardizing the initiatives to enhance operational efficiencies and escalate business
- Preparing instrument index, tender bidding & technical documents for project study
- Conducting extensive negotiations with customers, establishing synergistic, highly profitable relationships
- Managing a portfolio of candidates for recruitment; coaching and mentoring members in the regional offices
- Streamlining sales operations support functions including market research, technical marketing, sales engineering and contracts management for enabling quicker decision making
- Adapting business models and services for aligning with local client/consumer requirements; integrating sales team with existing business for increasing brand strength and leveraging cross-sell opportunities
- Developing systems, processes and procedures for supporting sustainable growth; introducing sales process and reporting that includes integration of a new CRM and performance-based incentive scheme
- Propelling the full sales cycle from initial unqualified lead to proposal, managing competition, evaluation & support issues, commercials, price negotiation and closure

Highlights:

- Worked closely with B2B clients across domains of almost all OEM's and their vendors to understand their technical requirements and delivered key solutions to meet their needs
- Developed, implemented and managed regional marketing strategies and plans for Coimbatore, Chennai, Kerala region
- Recruited sales personnel within first year and managed large brand label and 25 distributors
- Achieved a minimum of 15% year-on-year growth
- Received Star performer & got appreciated from senior management

MM'03-MM'05 with **Motherson Techno Tools Ltd., Noida** as Sales Engineer

Highlights:

- Acknowledged as first Sales Engineer in Coimbatore for managing clients like LMW Groups, Reiter LMW, ELGI, Indo Shell & Auto Shell
- Achieved 12% revenue growth, 20% gross margin growth and 25% order booking growth by effectively developing sales plans and strategies
- Successfully managed various other clients like Ashok Leyland, Delphi TVS, Visteon, Royal Enfield, CTM India Ltd., SANMAR Groups, RANE TRW & M.M. Forging Groups
- Implemented various practices for Process changes, Cycle Time Reduction in Tool cost through modern techniques

COMMENCED CAREER: IES Agencies, Coimbatore as Junior Engineer



Soft Skills