

Padmanaban Srinivasan

Marketing Communication Strategist

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A marketing communication strategist with over 28 years of experience in leading integrated marketing and communication plans that align the organization around customer-centricity and customer engagement with a proven track record of delivering measurable results that drive market share and growth.

Adept at creating breakthrough customer offerings through innovative strategies that combine new technology platforms, alternate digital media marketing tools and techniques along with traditional marketing, advertising and Public Relations. Armed with over 14 years on international experience in the Middle East with exposure to working with American, Korean, Japanese and Chinese brands in the automobile and electronics industry.

Developed strong and successful working relationships with the principals of each brand and quick to adapt suitable hyperlocal brand strategies for each, aligned with the principal's mandate accompanied with a deep knowledge and understanding of the brand DNA, identity and persona.

Thorough understanding of the business and powerful negotiation skills that help lead the team to achieve sustainable profitability for the organization. A collaborative, emotionally-intelligent, empathetic leader reputed for developing, building and mentoring high performing multi-cultural teams to help the organization compete for the future.

EXPERIENCE

Sep 2006 – Present: Group Marketing Head | Marketing Support Department | Oman Trading Establishment (OTE)
Muscat, Sultanate of Oman

As the Head the MarComm function, responsible for developing and implementing brand marketing, digital marketing and communication strategies that support regional & local brand marketing activities of auto sales, after sales and electronics brands in OTE Group that include Hyundai, Chevrolet, Cadillac, Subaru, Isuzu, Chery, Pirelli, Hankook, Nexen, Bosch and LG Electronics.

Preparation of annual marketing and advertising budget, manage / monitor expenditure and rationalize marketing spend.

Utilize market analysis and insights to strategize and implement local MarComm and advertising campaigns, enabling superior customer experiences with positive direct impact on ROI.

Smooth and excellent interactions with principals and their agencies on budgets, negotiation of support and claims, marketing, branding and advertising, PR and events, CRM.

Adapting principals' brand and marketing strategies to develop customised hyperlocal multimedia marketing communication campaigns in print, OOH, digital / social media, in-showroom visual merchandise, corporate / brand identity implementation and compliance, customer engagements, PR, events and sponsorships.

Account planning and day-to-day operational management of advertising and communication, in association with the OTE group franchise / department heads.

Media negotiation and relationship building, media familiarization visits to manufacturers' facilities and events, and oversee routine PR activities.

Manage design and servicing teams, and interact with external advertising and PR agencies.

Achievements

Project lead for 'Hyundai Digital City Store', first-of-its-kind innovative showroom concept in a shopping mall, offering unique virtual 3D experience that allows prospective customers to explore a variety of model ranges on a more personalized and modernized scale – responsible from concept to roll-out in coordination with Hyundai Motors and its partners.

Multiple achievement awards for Customer Life Cycle Management and Customer Value Management (CLM / CVM) activations from General Motors.

Collaborated and jointly handled the regional media launch of Santa Fe along with Hyundai Motors for Middle East & Africa HQ.

As the brand architect and custodian, played a key role in the selection and finalization of an appropriate brand ambassador to engage with the Hyundai brand - Oman's ace footballer Ali Al Habsi.

Spearheaded the inauguration of the new corporate HQ complex of OTE Group attended by the VVIPs from the government and the Vice Chairman of Hyundai Motor Company.

Organized over 100 new product launch events and numerous customer events of different scale for auto and electronics brands.

Led the setting up of an in-house design studio at OTE Group resulting in protection of confidentiality, better quality of work and quick turnaround with huge cost savings benefit to the organization.

In-depth exposure to after-sales marketing and experience in designing customer retention and loyalty programs.

1991 - Aug 2006: Director | Locus Communications (P) Limited

One of the Founder Directors of Locus Communications, a design and print agency in Coimbatore, India which went on to become a successful and reputed advertising agency.

Planning, directing and executing multimedia / advertising campaigns for a diverse clientele – both corporate and retail, across categories including, automobile, fashion, jewellery, food, etc., and helped creating differentiated strategic positioning for their products and services, demonstrate success in driving growth in target markets.

Achievements

Designed and launched an innovative campaign 'My First Diamond' for Kirtilals – a leading multi-branch jewellery house. Proven immensely successful, 'My First Diamond' was taken up as a case study by Diamond Trading Company (DTC) formerly De Beers and now is also a registered Trade Mark of Kirtilals.

Indian launch and brand management of 'Milou' – a Swiss kids-wear brand. Instrumental in setting up of flagship store and appointment of franchise stores across the country.

Launch campaign of India's first 'VIP World' – an exclusive luggage showroom in Coimbatore.

Led the largest international exhibition in South Asia for the paper industry - 'Paperex 1999' at New Delhi, for Servall Engineering Industries.

Instrumental in the tie-up of Locus Communications as the network partner of Goldwire Communications (P) Ltd., one of the largest advertising agencies in India.

EDUCATION

1991 - Post Graduate Diploma in Systems Management, NIIT.

1990 - Bachelor of Science (B.Sc.) in Mathematics

Bharathiar University, Coimbatore.

Interests: Philately and travel.

Personal Details: Indian Nationality.

Current resident of Oman.