



SURESH KUMAR BALASUBRAMANIAN

- ◆ High Performance Sales Strategy
- ◆ Territory Management
- ◆ Business Turnaround
- ◆ New Business Development - International
- ◆ Product Management



+97156 2310032



reshi62@hotmail.com



LinkedIn

PROFICIENCY MATRIX

Sales Growth Leader, excelling in delivering breakthrough sales results. Verifiable experience in steering business development, client engagement & revenue generation initiatives into a multitude of UAE and GCC markets spanning KSA, Qatar, Bahrain, Kuwait, Oman, Turkey, Tanzania, Kenya, Ethiopia and Ghana

Have good knowledge, experience and network with all power retailers in Hypermarkets and Electronics.

Profit driven professional with success in spearheading Technical & Institutional Sales Initiatives towards catapulting company's visibility, building business from the ground-up and ensuring business profits.

EDUCATION

- **M. Sc. in Applied Electronics** from Regional Engineering College (REC), Tiruchirappalli, Tamil Nadu, India | 1983
- Technical Skills: Computer Hardware || MS Office || ERP of Scala || Tally
- Trainings & Courses:
Self-Development & Personal Effectiveness
 Renowned Mr. Ali Javed Naqvi, 2013

Effective Business Comm. Skill
 Blueocean Academy, UAE, 2012

Edward De Bonos Lateral Thinking,
 Advanced Practical Thinking Training Inc, 2005

PROFILE SUMMARY

- **Business and Sales Accelerator** with **3 decades** of experience in:
 - ✓ Developing territory wide sales action plans and key account strategies across various domains, power retailers, hypermarkets.
 - ✓ Structuring compelling sales proposals after analysing key business requirements.
 - ✓ Driving multiple channel businesses/partnerships from ground and winning profitable business opportunities.
- **Commercial decisiveness** in driving Sales Enhancement and Profitable Accounts in a highly competitive market segment of POWER RETAILERS.
- Track record of exceeding million dollar incremental sales targets and building profitable partnerships.
- Strong knowledge of retail business, distributor/dealer management, team building and win-win negotiations.

CORE COMPETENCIES



- ✦ Sales and Marketing Leadership
- ✦ Distribution Channels Management
- ✦ Market and Competitive Intelligence

- ✦ People Management
- ✦ Client Business Relationships
- ✦ Business Operations Excellence
- ✦ Sales Forecasting, Negotiation

NOTABLE ACHIEVEMENTS

Magic Solutions Electronics L.L.C, Dubai, UAE

- Scrupulous role in effective management and developing and nurturing cordial relations of vendors, suppliers, distributors, dealers, internal team members, and customers.
- Improved sales in Power retailer segment (Carrefour, LuLu, Emax, Sharaf DG etc) in UAE by 75% from Annual 4M to 7M AED.
- Initiated sales in KSA, Kuwait and Qatar in Extra, Carrefour, LuLu, Xcite and achieved 4M AED sale per annum.

Mediacom International L.L.C, Dubai, UAE

- Captivated a success story by building Mediacom brand in karaoke market with annual revenue of 35M AED and full collections from the market.
- Catalyzed Business Growth whilst managing sales to the Middle East and African markets. Expanded Mediacom products availability footprint in all leading Power Retailers in whole of GCC.
- Tapped prospects and successfully gathered collections from all dealers, markets and overseas customers resulting in less than 0.01% bad debts

Key Projects Handled

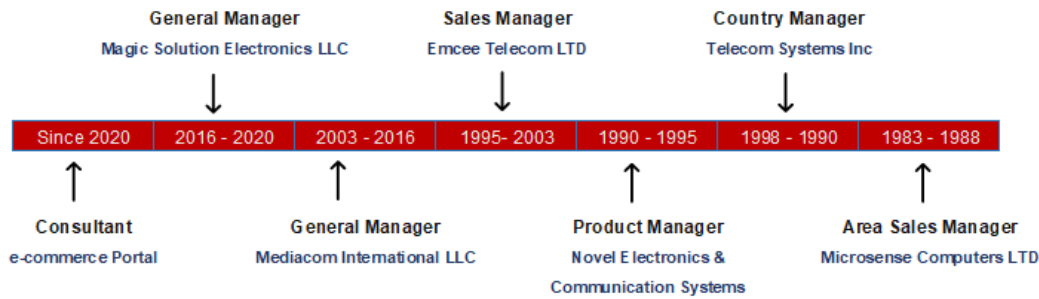
R & D recognition || Novel Electronics & Communication Systems

Scope: On-board Govt of India R & D recognition for a small scale unit in Telecommunication ◆ **Role:** Liaised with New Delhi for complete documentation and proved R & D capability of team. **Outcome:** Secured R&D recognition from the Govt of India

Repayment of more than 1M USD to satellite supplier from China || Mediacom International LLC

Scope: To repay 1M USD credit accumulated for 3 years ◆ **Role:** Generated maximum profits from each container of satellite receiver without taking funds for company normal operations and pay back to the supplier. **Outcome:** Absolute Amount cleared in 35 months.

CAREER TIMELINE



EMPLOYMENT OUTLINE

Consultant → e-commerce Portal Dubai, UAE

2020 – till date

Sales & Business Leadership

- Develop strategic plan, budgetary models, vendor management, onboarding products on portal, sales analysis, marketing analysis, promotions & discount offers.

General Manager → Magic Solutions Electronics L.L.C, Dubai, UAE

2016-2020

Sales & Business Leadership

- Evaluate upcoming growth segments for the company's product line of audio products like boom box speakers, karaoke systems, and audio accessories in KSA and Qatar markets.
- Expand business footprint by establishing new distributors and executing a distinct sales plans and reach out to potential channel partners.
- Define and structure territory sales strategy to win all major accounts.

Business Operations Excellence + Strategy

- Translate the vision, mission, and values of the company through the design and implementation of an ambitious strategy for enhancing competitiveness and profitability.
- Focus on acquisition of new business, to grow potential accounts from existing value to its true potential.
- Build solid relationships with existing key accounts, and support them with follow-on sales.

People Management

- Spearhead a team to establish a digital platform for karaoke tying up the license, commercial agreements, and content selection with all stakeholders.
- Maintained clear channels of communication with senior management and customers (internal & external).
- Play an integral role in Market Trend Analysis while working on cross selling opportunities within the organization.

Mediacom International L.L.C, Dubai, UAE

2003 – 2016

Growth Path: General Manager (In-charge of Karaoke Division) || 2006 –1 <
Brand Manager (In-charge of Satellite Receivers Division) || 2003 -06

Key Accountabilities

- Upgraded products and content based on customer preferences and feedback with diligent market and competitor research.

Highlights:

Magic Solutions Electronics L.L.C

- Efficiently managed Institutional Sales, Business Development, Marketing, Key Account Management initiatives
- Led 2 Sales Managers and 15 Promoters for managing and enhancing existing business in UAE.
- Successfully cultivated the development of karaoke content team to target specific communities like Arabs, Filipinos, Indians, and others.

Mediacom International L.L.C

- Led efforts to manage all dealers, power retailers in UAE, KSA, Qatar, Kuwait, and Bahrain traveling to all countries on a monthly basis.
- Supervised a team of 20 Sales People, 5 Showrooms' Merchandisers, Sales Managers and Country Managers – Cross Cultural.
- Built an assembly line for karaoke products in India, including Technical Support, Liaison and Coordination with JV Partner and supplier from China.
- Augmented sales by creating awareness with impactful marketing campaigns of digital

- Managing efficient communication with all team associates for obtaining better productivity and handled responsibility of achieving the set targets.
- Coordinated OEM suppliers, identification and sourcing of new products based on market research, and sales forecast.
- Analyzed marketing trends, tracked competitors' activities and provided valuable inputs for product enhancement and fine tuning product strategies
- Spearheaded sales forecasting, market trend analysis, new product introduction to distributors and dealers for the business expansion across the assigned territories.
- Addressed prior business challenges to ensure future sales expansion as well as boost portfolio productivity & revenue
- Conducted a strategic view with the management on future trends, customer preferences, and identifying potential models.

PRIOR EXPERIENCES

Sales Manager→ Emcee Telecom Limited, Chennai, India || 1995 – 2003

Product Manager→ Novel Electronics and Comm.Systems, Chennai || 1990 – 1995

Country Manager→ Telecom Systems Inc., Chennai || 1988 - 1990

Area Manager→ Microsense Computers Limited, Mumbai || 1983 – 1988

karaoke products to various market segments.

- Analyzed marketing trends, tracked competitors' activities and provided valuable inputs for product enhancement and fine tuning sales & marketing strategies.

PERSONAL DETAILS

Date of Birth: 25th Jun 1962

Languages Known: English, Tamil & Hindi

Nationality: Indian

Driving License: Valid UAE Driving License