

# CURRICULAM VITAE

J.A. MARTIN

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## OBJECTIVE:

To excel in chosen field through hard work, integrity, innovative ideas and above all team spirit.

## Experience

Company Name : - Gayathiri Motors,  
Location : - Udumalpet,  
Designation : - Manager Sales & Operations,  
Period : - Sep '23 to Still.

## JOB DESCRIPTION: -

- The Gayathiri Motors - Hero MotoCorp - Authorized Partner for "Hero MotoCorp Ltd. - Udumalpet, With a history spanning 22 years (Formerly Hero Honda Motors Ltd.), this company stands as the top producer of two-wheelers on a global scale, with its main operations based in India. Hero MotoCorp Ltd., previously recognized as Hero Honda.

## Strategic Planning:

- Analyzing market trends, competitor activity, and customer insights to develop comprehensive sales and marketing strategies.
- Setting sales targets and market share goals for different product lines and regions.
- Defining pricing strategies and promotional campaigns to maximize market penetration.  
Developing comprehensive marketing campaigns across various channels including digital, print, and outdoor advertising.
- Managing brand image and positioning to maintain customer loyalty.

## Sales Operations:

- Overseeing the sales team, including recruitment, training, and performance management.
- Monitoring sales pipeline, identifying potential customers, and driving lead generation.
- Implementing sales process improvements to optimize efficiency and conversion rates.

## Customer Relationship Management:

- Building strong relationships with key customers and understanding their needs.
- Implementing customer feedback mechanisms to improve product and service quality.
- Managing customer complaints and ensuring timely resolution.

## Market Analysis and Reporting:

- Regularly analyzing market data to identify opportunities and challenges.
- Monitoring sales performance against targets and providing detailed reports to senior management.
- Identifying areas for improvement and implementing necessary adjustments.

## Budget Management:

- Developing and managing the sales and marketing budget, ensuring efficient allocation of resources.

## Experience

Company Name : - Capricot Technologies Pvt Ltd,  
Location : - Coimbatore - ROTN,  
Designation : - Business Manager - Manufacturing,  
Period : - Nov '22 to Aug'23.

### JOB DESCRIPTION: -

- Capricot Technologies Pvt Ltd, is the most trusted technology partner for AEC (Architecture, Engineering, and Construction), Infrastructure, Manufacturing, Media & Entertainment, Graphics, and Education. With PAN India's presence and experienced, dedicated, and inspired team member, Taking care of Coimbatore Zone for Autodesk Software sales – Manufacturing Division.
- Builds market position by locating, developing, defining, and closing business relationships.
- Locates or proposes potential business deals by contacting potential Channel Partners.
- Discovers and explores business opportunities.
- Screens potential business deals by analyzing market strategies, deal requirements, and financial s.
- Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations.
- Examines risks and potentials for the business opportunities.
- Estimates Clients needs and goals.
- Closes new business deals by coordinating requirements; developing and negotiating contracts; and integrating contract requirements with business operations.
- Protects organization's value by keeping information confidential.
- Enhances organization's reputation by accepting ownership for accomplishing new and different request s.
- Continuously updating the market and competition activities. Taking the corrective actions to handle the market movements.
- Provide weekly update on meetings, Partner activation, Training and prospect funnel with forecast and best case.
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them.
- Develop and implement new sales initiatives, strategies and programs to capture key demographics
- Provide daily report of field sales success and communicate Market data to Sales Head.

## Experience

Company Name : -FCOOS Technologies P Ltd.  
Location : - ROTN – Coimbatore,  
Designation : - Manager - Sales,  
Period : - Feb '19 to Oct '22.

### JOB DESCRIPTION: -

- FCOOS, Bengaluru Based IT - deliver mission critical IT Infrastructure support and other business-critical IT solutions with core focus on open source to our various corporate client across the globe. We believe that open source is the best way to serve our clients and society providing a true value service on a platform that blends into their setups of diverse natures and requirements to the best guarding solution for Government, large corporate houses, Small and Medium business enterprises and Educational Institutions.

## Experience

Company Name : -UniTech IT Services,  
Location : -Coimbatore,  
Designation : -Manager - Sales,  
Period : -Oct '12 to Jan '19.

### JOB DESCRIPTION: -

- ☐ UniTech IT Services, a Palakkad based IT Infrastructure & Services provider, focused on Corporate, SME, and Institutions Segments and has its expanded services in the regions covered Coimbatore, Tirupur, Erode, Karur districts. I served as Techno Commercial Sales Manager (Cloud, Desktops, Laptops, Printers, Server- Networking Solutions, SecuritySurveillance, Projectors, and Consumables).Key Product AI - ML Powered DNS - Firewall Solutions on Both Cloud & Onpremises.☐
- ☐ Maintaining and increasing sales of Hardware products in the territory. Dealing with leading brands HP,DELL, Lenovo, Acer, Asus, Epson, and Microsoft.☐
- ☐ Recruiting and training sales staff, Allocating areas to sales representatives☐
- ☐ Developing sales strategies and setting targets☐
- ☐ Monitoring your team's performance and motivating them to reach targets.☐
- ☐ Compiling and analysis sales figures.☐
- ☐ Understanding customers' diverse, specific business needs and applying product knowledge to meet those needs.☐
- ☐ Identifying and developing new business through networking and courtesy and follow-up calls.☐
- ☐ Develop and implement new sales initiatives, strategies and programs to capture key demographics☐
- ☐ Provide daily report of field sales success and communicate data to Business Head.☐

## Experience

Company Name : - Fullerton India Credit Company Ltd,  
Location : - Udumalpet,  
Designation : - Credit – Officer -CMM (B2),  
Period : - December '07 – Aug '12.

### JOB DESCRIPTION ON CREDIT: -

- ☐ FICCL is a NBFC for Unsecured / Secured loan segments on CMM. Worked in Loan approval division. ☐

## Experience

Company Name : - Bajaj Auto Finance Ltd,  
Location : - Tirunelveli,  
Designation : - MIS & Operation – Officer (AF2),  
Period : - June '01 – November '07.

### JOB DESCRIPTION ON MIS & Operation: -

- ☐ BAFL is a NBFC for Unsecured / Secured loan segments on Bajaj Auto Limited (Sister concern to act as a financier for their own Two & Three wheelers segments), Worked in Loan approval division.

**ACADEMIC CHRONICLE:**

DEGREE	INSTITUTION & UNIVERSITY	PERCENTAGE OBTAINED	YEAR OF PASSING
M. Sc Information Technology	Alagappa University, S.D.E.	62%	2002-2004
B.Sc. Computer Science	Vidyasagar College of Arts & Science, Udumalpet. Bharathiar University	61%	1998-2001
H.S.C	Govt. Boys Hr. Sec.School, Udumalpet.	54%	1998
S.S.L.C	Govt. Boys Hr. Sec.School, Udumalpet.	67%	1996

**Gold Appraiser Course:**

S. No	Course Name	Institution	Period	Marks
1	Gold Appraiser	Bharat Sevek Samaj National Development Agency, Govt. of India	25.02.12 To 05.03.12	Distinction (276/300)

**PROJECT DONE:**

# Title: - "SYSTEM STUDY ABOUT STAFF PAY-ROLL PROCESS"

- Complete system study about staff payroll system and invoice maintenance. The studied about how to prepare staff payroll using their norms and terms using to generate a payroll using their database handles in Oracle and VB in Windows98 platform and detailed about invoice management system handling in VB and Oracle. Group of four
- Members done the system study in B.B.T.C. Ltd, Valparai, Coimbatore (Dist).

**COMPUTER PROFICIENCY:**

COURSE NAME	SUBJECT	CERTIFICATE
Hardware & Networking	<u>Hardware</u> –PC System Architecture, Computer Assembling, Maintenance, Trouble Shooting Techniques, Preventive Maintenance, Customer Services Management, troubleshooting, install process.  <u>Networking</u> – Networking Essentials, TCP / IP WIN NT server, NT Enterprises, NT workstation, NT Core Technologies, WIN 2000 server, Professional, Installing & Configuring Devices, Antivirus.	Accel IT academy, Coimbatore.
Ms-office 2000	Ms-word, Excel, PowerPoint, Access.	NIIT
Impact	Html, VB-script, UML, java-script, linux fundamentals, internet fundamentals, c++, java.	SSI

**LINGUISTIC ABILITIES:**

- English - (To Read, Write, Speak).
- Tamil - (To Read, Write, Speak).

**GENERAL INFORMATION:**

Age	44 Yrs
DOB	07-09-1980
Gender	Male
Marital Status	Married

**MOTTO:**

□ To Love, To Live & To Lead.

**DECLARATION**

I J.A. Martin, hereby declare that the information given above is true to the best of my knowledge.

DATE:

PLACE:

(J.A. Martin.)