

S. SANTHOSH BABU

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Seeking managerial assignments in Service & Marketing/Channel Management/Business Development with a growth oriented organization

SYNOPSIS

MBA (GENERAL) with over 26 years of experience in Business Development functions encompassing SERVICE & Marketing and Client Relationship Management with Team Management. Presently working with DJH (P) LTD CHENNAI as **GENERAL MANAGER (SERVICE)**. Experienced in increasing Service revenues, **exceeding targeted service goals**, developing profitable and productive business relationships, coordinating with decision-makers, also coordinate in building an extensive client base and proactively conducting **opportunity analysis** by keeping abreast of market trends. Sourcing new markets in value aid promoting new products. Team-based management style, with good interpersonal and communication skills.

PROFICIENCY MATRIX

Service & Marketing	➤ Handling the Service & marketing operations, thereby achieving increased service growth by keeping abreast of market trends & achieving market share metrics.
Business Development	➤ Forecasting monthly, annual service target and executing them in a given time frame, thereby enhancing existing clientele.
Channel Management	➤ Devising and effectuating competitive selling programs and strategies to improve the product awareness and enhancing business growth.
New Product Development	➤ Determining the clients by comparative study of market variable such as cost etc. and providing them with superior service.
Client Relationship Management	➤ Conducting extensive market research in analyzing and assessing market potential; tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies.
Team Management	➤ Denoting key institutional accounts and strategically secure profitable business. Identifying and networking with financially strong and reliable dealers with channel partners, resulting in deeper market penetration.
	➤ Evaluating performance of service & marketing teams against the set targets, doing need based promotion planning and providing valuable feedback for improvement.
	➤ Maintaining proper inventory of products for smooth execution of service operations in the assigned operational area and Steering for effective Inventory Management, Assets, Accounts, and service Accounts.
	➤ Coordinating the entire development activities including requirement analysis, planning, finalizing specifications and prototype development.

EMPLOYMENT SCAN

JUNE23-May24 GENERAL MANAGER Products Handled: AUTHORISED DEALER IN RENAULT	DJH (P) LTD
OCT22-Mar23 GENERAL MANAGER Products Handled: AUTHORISED DEALER IN MAHINDRA & MAHINDRA LTD	MM MOTORS LLP
July 19- SEP-22 GENERAL MANAGER Products Handled: AUTHORISED DEALER IN MAHINDRA & MAHINDRA LTD	SRI LAKSHMI AUTOMOBILES WORLD
Jan17- March18 ASST GENERAL MANAGER Products Handled: AUTHORISED DEALER IN SKODA	SGA CARS INDIA (P) LTD
sep'13 – Jan17 Sr Manager Service Products Handling: AUTHORISED DEALER IN MAHINDRA & MAHINDRA LTD	SJB Automobiles (p) ltd (Coimbatore)
OCT'08 – June 13 Officer (front office) Products Handling: Automobile – TOYOTA VECHILE	Saud Bahwan Automotive LLC, Oman-Muscat
NOV 07 – SEP 08 Sr Service Consultant Products Handled: AUTHORISED DEALER IN MAHINDRA & MAHINDRA LTD	CAI Industries Ltd Coimbatore
Jul-04- Jan 07 Service Advisor / Supervisor Products Handled: Suzuki Maruthi	AMBAL AUTO, COIMBATORE
Oct97-Jun04 Supervisor Products Handled: Suzuki Maruthi	KONGU MARUTHI SERVICE CENTRE

ACADEMIC CREDENTIALS

- M.B.A (General) 2nd class - Alagappa University.
- A.M.I.A.E (IANIA) 1ST CLASS - ASSOCIATE MEMBER INDIAN AUTOMOBILE ENGINEERING.
- Automobile Engineering Services & Maintains Technology -G.D. NAIDU CHARITIES INSTITUTE Coimbatore.
- Diploma in Automobile Engineering
- M/s Sethupathy I.T.I –Short term computer course - Coimbatore - Ms- Dos, Lotus1-2-3, WordStar,
- C.S.C. Computer Education – Coimbatore - Diploma in P C PROFESSIONAL.

IT SKILLS

- Package : MS Office. **DMS**
- Others : **SAP, AS 400, DMS, AUTOLINK, LOUTS Note**

PERSONAL DETAILS

- Date of Birth : 5th February 1980
- Permanent Address : 6 SAS Villa, 1st cross, surya Nager, NSN Palayam, Coimbatore
Tamil Nadu, India, pin 641031
- Language : English & Tamil & Malayalam & Arbic
- Driving license : **India & Oman**

Declaration

I consider myself familiar with Automobile & Maintenance Aspects. I am also confident of my ability to work in a team.

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