

Sreejesh. B
Hindustan Unilever Ltd | Key Account Executive | Chennai, India

BASIC INFORMATION

Experience in:	FMCG Industry
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Language:	English, Tamil, and, Malayalam.
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CAREER CONTOUR

I am unwavering, meticulous, and highly competent in the **FMCG Industry** I have a consistent record of transporting the best results-driven work with a proven ability to implement my work in an organized manner for **16+ years** of my successful career.

My expertise:- **FMCG Industry – Sales Management, Team Leadership, Market Analysis, Product Launches, Customer Relations, Operations Improvement, Retail Management, Promotional Strategies, Distributor Coordination, Stock Replenishment, Complaint Handling, Performance Optimization, Sales Reporting, Sourcing and Time Management.** I have in-depth knowledge of all ethics of management. I possess effective communication skills and am a team player with strong Organizational, Logical, and Problem-Solving Abilities.

I have great exposure to working with large-scale organizations like **Hindustan Unilever Ltd., Tawoos Agriculture** I have well-versed skills in analysis, problem-solving, and coordination, making me so successful and dedicated. Strong influencing and negotiation skills coupled with a proven ability to think in and out of the box, generating new solutions.

I have commenced my profession as a **Trainee** and become a **Key Account Executive** at a reputed company. I would like to see myself growing with the passing years of hard work and dedication. I have been awarded many accolades for my result-oriented hard work.

Armed with a multitude of competencies and work experiences, I am confident to carry forward any organization's vision & objectives with sufficient ease and dedication to my job responsibility.

EXPERIENCE

Aug'2015 – Apr'2023 | Hindustan Unilever Ltd | As Key Account Executive

Responsibility:-
Modern Trade Account Specialist (MTAS)
Hindustan Unilever Limited (HUL)
2020 - 2023

- Managed overall sales for modern trade in Trivandrum and Kollam districts, ensuring targets were consistently met.
- Oversaw secondary and primary sales at distributor points and effectively communicated promotional schemes to major retailers such as LULU-TVM, POTHYS, RAMACHANDRAN, and KUNNIL group of outlets.
- Led a merchandising team of 33 promoters, 10 salesmen, and 2 supervisors, achieving optimal shelf space for products and enhancing brand visibility.
- Coordinated with retail store managers to ensure the timely execution of launch packs and replenishment of stocks.

- Analyzed market trends and sales data to develop strategies for increasing market share and customer engagement.
- Trained and mentored sales staff to improve performance and achieve sales goals.
- Implemented promotional activities and campaigns to boost product sales and customer loyalty.

**General Trade Sales Manager
Hindustan Unilever Limited (HUL)
2015 - 2020**

- Managed secondary and primary sales for Trichy and Erode districts, successfully handling 6 distributor points.
- Maintained high hygiene standards at RS points and ensured all necessary infrastructure was available to support sales activities.
- Coordinated product launches and eco-friendly initiatives across all required outlets, ensuring seamless execution.
- Developed and maintained strong relationships with distributors and retailers to drive sales growth.
- Conducted regular market visits to monitor sales performance, gather feedback, and identify opportunities for improvement.
- Prepared and presented sales reports to senior management, highlighting key achievements and areas for development.
- Implemented training programs for distributor staff to enhance their skills and knowledge, contributing to overall sales success.

PREVIOUS EXPERIENCE

- *Oct'2014 - Jul'2015 | Tawoos Agriculture | As Asst Manager*
- *Jun'2013 - Sep'2014 | Sony Pvt Ltd | As Snr, Territory Incharge*
- *Jun'2011 - Jun'2013 | PepsiCo Holdings | As Customer Executive*
- *Aug'2007 - Jun'2011 | Britannia | As TSI*
- *May'2005 - Jul'2007 | Kores India | As TSI*

ACHIEVEMENTS

- Promoted from 1A to 1B within 3 years at HUL.
- Awarded Star of the Month for 3 months at HUL.
- Increased sales for modern trade in Trivandrum and Kollam districts.
- Led a team of 33 promoters, 10 salesmen, and 2 supervisors at HUL.
- Coordinated successful product launches and stock replenishments at HUL.
- Improved operations and managed local/import purchases at Tawoos Agricultural Systems LLC, Dubai.
- Enhanced customer satisfaction by handling complaints from Carrefour and Spinneys at Tawoos.
- Monitored and improved secondary sales at Sony India Pvt Ltd.
- Developed and implemented retailer schemes at Sony India Pvt Ltd.
- Managed customer relationships and sales operations in Chennai at PepsiCo.
- Increased market share and sales in Coimbatore district at Britannia.
- Expanded sales and market presence in Chennai at KORES INDIA LTD.

ACADEMIC FORTE

- PG MBA in Marketing from DR.MGR University in 2005.
- BSC in Computer Science from Madras University in 2003.

TECHNICAL PROFICIENCY

Well versed with

- Ms office
- Windows
- Internet application

Advice for Contacting: I'm always open to conversation, networking with like-minded professionals, or discussing future prospects. Connect with me on Linked In or contact me at Sreejesh.b@gmail.com