



**Arunkumar Alase**

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## RESUME SUMMARY

Enthusiastic sales profession with proven track record of more than 21 years in sales, supervising sales staff, and planning & implementing sales strategies. Successfully managed South Karnataka while leading a team of 8 creative sales staff. Seeking to bring my proven record of team leading and launching successful sales campaigns into filling a senior sales management position. Strong Academic Background of Engineering & MBA with good score. Undergone Executive training at IIM Ahmedabad.

## EXPERTISE

- Territory Growth Management
- Team Handling
- Conducting Influencers & Channel partners meets
- Relationship Building
- Channel expansion/Network Expansion
- New product positioning

## PROFESSIONAL EXPERIENCE

### Manager (Sales) at Finolex industries Limited (July 2006 – Present DATE)

Role: Looking after Sales and handling the team of 8 TSEs in South Cluster (Karnataka).

#### Job responsibilities:

- Target Setting / Sales Forecasting.
- Target Achievement (incl. schemes - design & achievement)
- Performance Management. Review performance of Dealers & TSEs.
- Visit all dealers and top retailers on a determined frequency
- Channel Development Activities. Identifying & appointing new dealers.
- Sales Promotion Activities. Assessing proposed SPD initiatives from an ROI perspective & Tracking implementation of SPD activities.
- Market Intelligence.
- New Product Development Support.
- Conducting & addressing customer meets like Retailer Meet, Contractor Meet, Plumber, Engineer meet, Dealer meets etc



## **Nandi Pipes. Nandyal. AP**

Role: Area Manager for Nandi Column Pipes.

### **Job responsibilities:**

- Looking after sales of Column Pipes in Karnataka Market.
- Visiting existing Dealers to promote to sell Nandi Column Pipes.
- Identifying & appointing dealers wherever required.
- Target Achievement (incl. schemes - design & achievement)
- Sales Promotion Activities.
- Credit / Receivables Management

## **Hi-Tech Engineering Co. Bangalore**

Role: Promotion of Jawan Brand Column Pipes in North Karnataka

### **Job responsibilities:**

- Appointing New Dealers for Jawan Column Pipes
- Handling business associates
- Looking after sales & achieving the given targets.
- Credit / Receivables Management
- Addressing the complaints & providing services.
- Conducting customer meets, specially Mechanics Meets.

### **EDUCATIONS**

- **MBA (Marketing)** from IMER Belgaum  
Under **Karnataka University** (2000- 2002) with 66%
- **B.Tech( Agri. Engg)** from College of Agricultural Engineering. Raichur  
Under **University of Agricultural Sciences Dharwad. (1996- 2000)** with 73%
- **PUC II** from LRJ College Gokak  
Under **Dept of Pre-University Education. Govt of Karnataka (1994-96)** with 62%
- **SSLC** from SDT comp. Jr College. Ghataprabha. Belgaum Dist.



Under Karnataka Secondary Education Exam Board, with 72%

### Training Programmes

- Attended one Week training programme on "Agricultural Input Marketing" at IIM Ahmadabad
- Attended 2days training progarmme on "Effective Marketing Communication" by MCCIA
- Participated & awarded in CHOP Sales Acceleration programme for Mysore City.
- Attended one-week training programme on "Everyday Day MS office" by Symbiosis Skills & Professional University.

### PERSONAL DETAILS

Date of birth:20.07.1978

Languages known: English, Hindi, Kannada, Marathi, Telugu

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