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CORE COMPETENCIES

- Project Management
- Retail Sales
- Healthcare Sales
- Stakeholder Management
- B2C Sales
- Channel & Distributor Management
- Customer Retention & Relationship
- Key Account Management
- Regional Portfolio Management
- Sales & Business Development
- Inventory Control & Vendor Management
- Oversight Skills
- Interpersonal Skills
- P&L Management
- Strong Communication Skills
- Client Relationship Management
- Strategic Leadership
- Marketing and Branding
- Audit Management
- Team Management

ACADEMIC CREDENTIALS

**2001: Bachelor of Commerce;**  
Bangalore University, Karnataka

PERSONAL DOSSIER

**Marital Status:** Separated

**Languages Known:** English, Hindi,  
Kannada, Telugu, and Tamil

EXECUTIVE SUMMARY

Highly accomplished and results-driven professional with over 20 years of experience in Sales and Marketing. specializing in Project Management Retail Distribution, Direct, Retails sales and ISP sales. Demonstrated expertise in successfully leading cross-functional teams, driving project delivery, and exceeding sales targets. Proven ability to optimize operational efficiency, build strategic partnerships, and provide exceptional customer service. Adept at managing complex projects and fostering collaboration across diverse stakeholders to achieve business objectives. Committed to delivering exceptional results through effective planning, execution, and resource management.

KIRAN

RETAIL SALES & MARKETING MANAGER PROFESSIONAL

CAREER GLIMPSES

Insight Mobi Solutions; Karnataka, AP May'2019-Till date

**Senior Sales Manager- Monthly revenue 1.5 cr**  
**Team Span: 04 ASM + 15 Team Leaders + 150 Promoters**

**Product:** India's first Health mobile wallet app(Health Pass) dedicated for usage across healthcareand wellness categories. Digital Platform that supports consumers to improve the management of their health expenditures.

- Leading a team of ( 175 approx.) professionals in planning, executing, and monitoring operations simultaneously, ensuring adherence to project timelines, scope, and budget.
  - Collaborated with cross-functional teams to develop strategies for engaging key stakeholders and obtaining their buy-in.
  - Monitored stakeholder satisfaction and feedback, making necessary adjustments to enhance stakeholder engagement and satisfaction.
  - Acted as a liaison between stakeholders and project teams, effectively managing expectations and resolving conflicts.
  - Build business along with sales team (Hospital/ Lab/ Corporates/ Insurance/ New Channel Appointment). Ensure trade best practices and sales discipline.
  - Prepared and delivered stakeholder reports and presentations to senior management, highlighting key achievements, challenges, and recommendations.
  - Collaborated with the app development team to provide feedback from clients and contribute to the enhancement of app features and functionalities.
  - Utilized CRM software to track leads, manage sales pipeline, and generate accurate sales forecasts.
  - Cultivated and maintained strong relationships with key decision-makers in target industries through regular communication and follow-ups.
  - Actively participated in industry events, conferences, and trade shows to generate leads and promote the company's app portfolio.
  - Connected with prospects through trade shows, cold calling and local-area networking.
  - Oversee the intake and processing of outpatient subscription benefit processing claims for members based on coverage, appraisal and adjudication.
- Achievements:**
- Exceeded sales targets by 15% for three consecutive quarters, earning recognition as a top-performing sales Manager.
  - Secured a key account in the healthcare industry, resulting in a high-value contract and long-term partnership.

**Regional Field Tertiary Sales Officer Monthly revenue- 27 cr****Team Span: 9 Marketing/Sales Officers (On Rolls) + 21 Team Leader's + 550 In Shop Demonstrator & 210 Direct Sales Executives**

- ▮ Led a team of ( 600 approx.) professionals in planning, executing, and monitoring project ensuring adherence to all operations related timelines, scope, and budget.
- ▮ Carrying sales visits, acquiring new customers and maintaining accurate records.
- ▮ Oversaw all aspects of promoter store operations, including sales, customer service, inventory management, and employee development.
- ▮ Analysed market trends store wise and customer preferences to optimize product assortment and maximize profitability.
- ▮ Implemented effective visual merchandising techniques to enhance the store's appearance and drive customer engagement.
- ▮ Developed and implemented employee incentive programs to motivate staff and improve customer service levels.
- ▮ Collaborated with the Store Manager to develop sales strategies and promotional campaigns, resulting in a 15% increase in quarterly sales.
- ▮ Collaborated with cross-functional teams, including marketing, product development, and logistics, to ensure smooth operations and successful product launches.
- ▮ Conducted regular performance reviews, provided training and support to enhance distributor capabilities, and resolved any issues or conflicts.
- ▮ In Shop & outdoor branding.

**Achievements:**

- ▮ Successfully implemented Project Bundh in rural areas of South India.
- ▮ South Bagged Best Zone in Display Audit of products.
- ▮ 96%-98% attendance capture in ISP's APP.

**Project Manager South India. Monthly revenue- 1.7 cr****Team Span: 15 Territory Managers + 503 In-Shop Demonstrator + 8 Route Trainers + 15 Merchandisers**

- ▮ Led a team of ( 600 approx.) professionals in planning, executing, and monitoring project simultaneously, ensuring adherence to project timelines, scope, and budget.
- ▮ Facilitated stakeholder meetings, workshops, and presentations to provide updates, gather feedback, and ensure alignment.
- ▮ Collaborated with stakeholders, including clients, vendors, and internal departments, to define project requirements and deliverables, ensuring clear communication and alignment throughout the project lifecycle.
- ▮ Acted as a liaison between stakeholders and project teams, effectively managing expectations and resolving conflicts.
- ▮ Conducted regular project status meetings, providing updates to stakeholders and addressing any issues or risks promptly, ensuring project progress and client satisfaction.
- ▮ Prepared and delivered stakeholder reports and presentations to senior management, highlighting key achievements, challenges, and recommendations.
- ▮ Managed project budgets, tracked project expenses, and maintained accurate financial records, resulting in optimal resource allocation and cost control.
- ▮ Collaborated with the Store Manager to develop sales strategies and promotional campaigns, resulting in a 15% increase in quarterly sales.
- ▮ Coordinated with cross-functional teams, including development, design, and quality assurance, to ensure seamless collaboration and timely delivery of project milestones.
- ▮ Implemented project management best practices, including agile methodologies, to streamline project workflows and improve team productivity and efficiency.
- ▮ Conducted post-project evaluations to identify areas of improvement and implement lessons learned for future projects, resulting in continuous process enhancement and client satisfaction.
- ▮ Implemented effective visual merchandising techniques to enhance the store's appearance and drive customer engagement.

**Achievements:**

- ▮ Dexterously developed South OT partners (Poorvika, Sangeetha, Lot Mobiles, Chennai Mobiles) with increased productivity

- ▮ Instrumental in developing & promoting ISD's to Team Leader and trainer positions
- ▮ Attrition level (3%) less than national average (5%).

#### **Tata Teleservices Ltd; Bangalore**

**Jan'2011 – Mar'2013**

##### **Deputy Manager (Data and Voice Post-paid)**

##### **Team Span: 15 DST+ 1 Team leader**

- ▮ Led a team of (20 approx) professionals in planning, executing, and monitoring project simultaneously, ensuring adherence to project timelines, scope, and budget.
- ▮ Managed a portfolio of distributors, overseeing their sales activities, performance, and business relationships.
- ▮ Collaborated with cross-functional teams, including sales, marketing, and product development, to align channel strategies with overall business objectives.

##### **Achievements:**

- ▮ Developed accounts like Dominos Pizza and professional couriers by churning out competition connection. Resulting in Revenue Growth for the company.

#### **Blackberry India; Karnataka, Andhra Pradesh, Tamil Nadu, Kerala**

**Sep'2007 – Aug'2010**

##### **Project Manager South India (Pilot Project) Team Span: 10 Team Leaders + 300 In-Shop Demonstrator + 2 Route Trainers + 9 Merchandisers.**

- ▮ Led a team of ( 340 approx) professionals in planning, executing, and monitoring project simultaneously, ensuring adherence to project timelines, scope, and budget.
- ▮ Assisted the National project manager in planning, organising, and controlling project activities, ensuring adherence to project scope, timelines, and deliverables.
- ▮ Coordinated with team members to collect project updates, track progress, and report status to the project manager, facilitating effective communication and project monitoring.
- ▮ Participated in National project meetings, capturing meeting minutes, action items, and follow-up tasks, ensuring clear communication and accountability among team members.
- ▮ Implemented effective visual merchandising techniques to enhance the store's appearance and drive customer engagement.

##### **Achievements:**

- ▮ Sold highest locked device of Airtel, in Pan India
- ▮ Attrition level (4%) less than national average (6%).
- ▮ Highest conversion of category of C & D stores to B category

#### **Tata Teleservices Ltd., Bangalore North/Kolar District**

**Oct'2003 – Aug'2007**

##### **Growth Path:**

##### **Channel Sales Manager**

##### **Special Assignment Officer**

##### **DST Manager**

##### **Company Merchandiser**

##### **Team Span: 4 DST Team leaders + Company Revenue Executives 40 Direct Sales team members**

- ▮ Appointed and managed a portfolio of channel partners, nurturing relationships and driving sales growth through effective partner enablement and support.
- ▮ Assisted in the recruitment and hiring of new employees, conducting interviews and assessing candidates.
- ▮ Successfully launched new products and services into the market.
- ▮ Developed and implemented sales strategies, marketing plans, and incentive programs to motivate distributors and achieve sales targets.
- ▮ Facilitated stakeholder meetings, workshops, and presentations to provide updates, gather feedback, and ensure alignment.
- ▮ Collaborated with cross-functional teams, including marketing, product development, and logistics, to ensure smooth operations and successful product launches.

##### **Achievements:**

- ▮ Churned out 40 PCO BSNL connections and Installed 45 TATA PCO Connections in BTC.
- ▮ Bagged the Busy Bee Award. Was Appointed as Special Assignment Officer for RTB (Rural Telephony Business).

Date:

Place:

Signature